The
American Perfumer
and Essential Oil Review

PERFUMER
PUB. CO.
NEW YORK

AUGUST
NINETEEN
THIRTY-THREE

M. NAEF & CO.

GENEVA

SWITZERLAND

ORANGER
1314

A new and unusually fine and true Orange Blossom Character. Recommended for use in creams particularly.
$10.50 pound

LILAC R

A splendid and outstanding inexpensive Lilac—*new*. For use in powders, extracts and certain creams.
$10.50 pound

MUGUET
1022

The finest Lily type developed recently. Low priced and for use in extracts and all cosmetics.
$14.50 pound

Sole U. S. Agents:

UNGERER & CO.

13-15 West 20th Street

NEW YORK

Published Monthly by
PERFUMER PUBLISHING CO.
432 Fourth Ave., New York

Telephone
BOgardus 4—4416
Cables: AMPERFUMER
Codes: ABC, 5th Edition

LOUIS SPENCER LEVY
President and Treasurer

Washington Bureau:
C. W. B. Hurd
715 Albee Building

Chicago Office:
R. B. Birch, Jr.
400 W. Madison St.
Telephone: STAte 5161

SUBSCRIPTION RATES
The United States $3.00 a Year
Single Copies 30 Cents

All Foreign Countries and
U. S. Possessions $4.00 a Year
Single Copies 40 Cents

CONTENTS

for

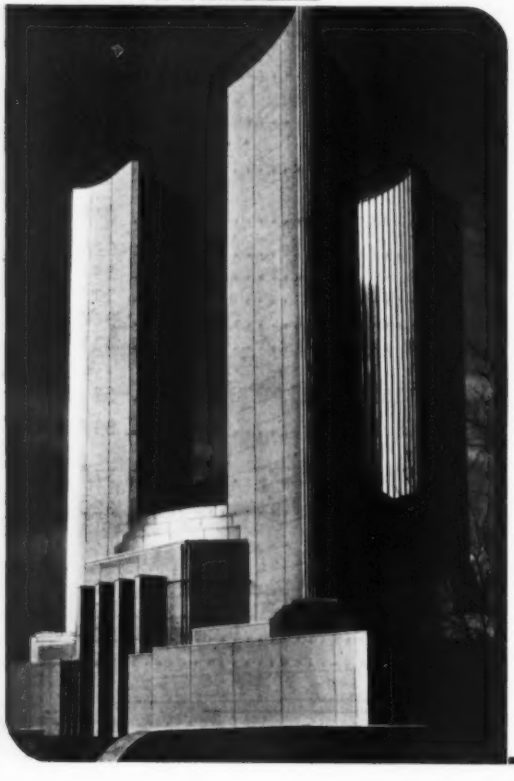
AUGUST, 1933

The American Perfumer
and Essential Oil Review
Trade Mark Registered U. S. Patent Office

VOL. XXVIII No 6

AWARDS FOR MERIT

The Architects' "Gold Medal"



The recipients of the Architects' "Gold Medal" are selected by ballot at the conventions of The American Institute of Architects. This high honor is awarded for the "most distinguished service to the profession of Architecture or to The American Institute of Architects."

In every field of endeavor merit finds its reward. "Everclear" Alcohol achieves recognition in the form of a steadily increasing number of satisfied users, who acknowledge it the perfect solvent for all floral and essential oils.

Plants: Pekin, Ill.; Philadelphia, Pa.; Gretna, La.; Sausalito, Cal. Sales offices in most large cities. Warehouse stocks carried at all principal consuming points

AMERICAN COMMERCIAL ALCOHOL CORPORATION

405 Lexington Avenue - - - New York, N. Y.

The American Perfumer
and Essential Oil Review
AUGUST, 1933
Established 1906

Vol. XXVIII, No. 6

Codes Making Rapid Progress

Administration Receives Many from Industry
But Insists on Certain Requirements
By C. W. B. Hurd

WASHINGTON, Aug. 15.—The problem of codifying industry has at this date obviously reached its most confusing point; it is in the state always encountered in all great drives shortly before some order comes out of the chaos of sudden effort.

Suggested codes literally are piled so high in the Washington headquarters of NRA that clerks are days behind in cataloging them. Officials responsible for handling these codes literally are unable to state what codes for the industries under their jurisdiction are technically before them for consideration.

And industry generally has received so many pleas, so many instructions and so many implied demands that its leaders are uncertain what way they should turn to render that willing compliance with President Roosevelt's effort to restore prosperity that it is obvious here they wish to render.

Accordingly, this despatch represents more an effort to clarify confusing factors than to set forth the detail of the piecemeal operation that necessarily marks for the moment the code effort. In fact, little that is done at the present will exist six months from now except that the essence of current efforts will, it is expected, be manifested in stable agreements of concrete worth to industry. That conclusion will be reached, however, in the opinion both of plain-spoken officials and of informed observers, only after the ending of the confusion of ideas concerning codes and the clarifying of divisions of opinion—sometimes attempts to assume authority—by single groups within large industries.

WE DO OUR PART
THE "BLUE EAGLE" INSIGNIA

The Drug Codes

The Editor of this magazine has treated in an editorial a major action taken this evening as this article was being prepared.

The action concerns the retail drug code, one of the more vital codes because of its widespread application and the parallel fact that drug stores furnish outlets not only for cosmetics and proprietaries but for literally thousands of staple items of trade.

Wide differences of opinion within these circles, ranging from the partial code submitted by the Drug Institute of America as a proposed "master code" through many others including one by the National Association of Retail Druggists—which, incidentally, declined to await the "master code"—proved so confusing to the NRA that Administrator Hugh S. Johnson tonight promulgated a provisional code for the retail druggists.

Provisions for Retailers

This provisional code contains no penalty for non-compliance except the all-powerful weapon of implied boycott. Retail druggists who do not accept it cannot display the Blue Eagle.

The NRA provisional code restricts employment of persons employed in drug stores open seven days a week to 48 hours per week, compared with a maximum work week of 56 hours suggested by the National Association. It provides further that stores heretofore open more than 90 hours per week may not reduce their hours of business below that total, and those open less than 90 hours per week heretofore may not reduce hours at all. This is radically different than the minimum of 52 store hours per week suggested by the druggists. The code exempts pharmacists and their apprentices.

Wage scales in the approved provisional code and those submitted by the National Association are vir-

tually the same, ranging from minima of $12 per week in towns of less than 2,500 population to $15 a week in cities of over 500,000 population, with these minima being reduced by one dollar in the Southern States.

The promulgation of this provisional code provides a broad example covering most of the complications of the codifying of industries.

The retail druggists throughout the United States were confronted on July 20, like all other business and industrial houses, with a pronouncement formally known as the President's Re-employment Agreement.

This agreement arbitrarily called on all employers with more than two employees not to use child labor, to reduce man hours of labor to thirty-five per week, to pay minimum wages of $12 per week or 30 cents per hour, to raise existing wages of their employees and otherwise to undertake efforts designed to stimulate buying power.

The voluntary code was offered on the basis of patriotism, to serve industry until codes designed to fit the individual needs of individual groups could be devised. Since promulgation of the "voluntary" order it has been made abundantly clear by Gen. Johnson and his staff that in the near future coercion will be freely used on those business houses which do not observe one of two rulings, either (1) agree to abide by the voluntary code, or (2) agree to an approved industrial code.

No sooner was the voluntary code issued than the individual codes began literally to pour into the headquarters of NRA. The druggists' code situation is an example of the rule rather than the exception.

Rush Codes for Basic Industries

Hence for great basic industries provisional codes are being hurried out as fast as it is possible to issue them. Like the drug-sales business, there were many other which could not reasonably come within the maximum-work-hour limitations of the basic code. Accordingly there is a provisional code for the barber shop and beauty parlor industry, providing for somewhat longer hours than are stipulated in the voluntary agreement.

The modified agreements were rushed out first for the personal-service types of business; now they are reaching down into the manufacturing industries, three of specific interest to readers of THE PERFUMER having been issued today, as follows:

Packaged Medicine Industry—Providing for a maximum work week of forty hours with minimum pay of 40 cents per hour.

Collapsible Tube Industry—Factory or mechanical employees to receive 30 cents per hour for a forty-hour week or a minimum of $12 per week if on weekly wages.

Corrugated and Solid Fibre Container Industry—A forty-hour week with male employees receiving 40 cents an hour in the North and 30 cents an hour in the South, and female employees guaranteed a minimum of 30 cents per hour throughout the entire industry.

This list does not pretend to be a complete one of the provisional codes issued for industries of this type; they are simply examples.

Revise Provisions for Hearings

Furthermore, it should be remembered that these provisional codes, whether for factories or for selling establishments, are not necessarily permanent. If sufficient requests are received, hearings will be held on each provisional code and, on the showing of conclusive evidence, the codes will be changed to suit industrial requirements.

It had been planned that hearings should be held before any provisional codes were issued—a hearing was scheduled today, but postponed, on the drug store code—but this was found to entail such detailed effort as to create the possibility that months might elapse before some industries could come under an approved industrial code.

In the meantime, the only alternative would have been to abide by the voluntary agreement or suffer loss of the Blue Eagle and probably a ruinous loss of patronage.

Requirements for a Code

And now, as for the requirements of a code:

The basic idea behind the codes is so simple that at times it appears almost unbelievable that the procedure should have become so complicated. It aims only at setting wages at a minimum in the neighborhood of $12 or $13 per week and at establishing hours of work at a level somewhere between 40 and 54, dependent on the industry.

The 35-hour week now appears to be more of an inspiration than an expected reality. It is reasonable to assume that this figure was used primarily as a means of inducing employers to hurry up and make concessions in the matter of work hours per week.

Want Simple Formula

The officials of the NRA are apparently sincere in their desire to cooperate so far as possible with industry and, despite some actions that may appear to the contrary, they are anxious to have the codes worked out on a simple formula that will cause the least amount of administrative worry.

It is well recognized, too, that while this codifying process is termed officially a temporary expedient, it is erecting a brand new structure for business. The reply lies in the question, "How could it be abandoned?"

An equally fair question is, "Who will stand the cost?" but that question is neither asked nor answered publicly in the day-and-night activities of putting the codes into shape.

Must be "Horizontal", Not "Vertical"

For background, it is well to recall that all codes are expected to be "horizontal"; that is, to set up minimum wage levels for the industries involved without relation or dependency on the codes of industries above or below them. A retail code, under the present plan, will be a thing in itself not connected with the problems of a code for the wholesaler or the jobber supplying the retailer. In the end, of course, these codes will be interlocking through the necessity of a harmonious business structure, but they are not so conceived at this time.

There is a deep official desire, too, that in the end there be the fewest possible codes and that these codes be administered by industrial boards, not by the Government itself. President Roosevelt has reiterated his desire that, once the system is established, the Federal

Government may withdraw gracefully and return to industry the right to govern itself.

But this desire, like the future of the codes themselves, depends to a large extent upon the success of the Administration in knocking down bureaucracy once established. No other Administration heretofore has been able to uproot a Government service.

Primary Conditions to be Observed

When codes are submitted their sponsors might well take into consideration, officials here state, several primary conditions already shown to be of value by brief but large experience.

In the first place, *a code* submitted by a group of individuals within a large industry *has no merit unless its sponsors are the proven spokesmen of the industry* proposing the code. No matter how well intentioned the authors of the code may be, it is necessary that they have authority to speak for their industry and day by day a sharper check is being made on the authors of codes. The ideal system, in the view of the administrative officials, is to receive a code backed by documentary proof that it speaks for the majority of an industry.

Unfortunately, too much effort apparently has been wasted by well intentioned but unwise submittal of codes that do not stand this test.

This is not the result of a bureaucratic ruling by Government officials. It is an example of a condition in industry which business leaders themselves condemn. Officials have urged repeatedly that trade associations, if necessary, hold special meetings of accredited representatives of the units of their industry to formulate codes before throwing them into the hopper.

Then the codes themselves are expected to be explicit and not legal documents lending themselves to so many meanings that no two lawyers can agree on their intent.

Required Provisions

An acceptable code ordinarily is expected to follow the form of the voluntary agreement promulgated by the President after it was approved in form by the Attorney General. Regardless of its specific definitions it should contain the following statements of conditions:

1. A pronouncement against the use of child labor.

2. Minimum hours of operation, if for a retail business.

3. Maximum hours for employment of labor.

4. Minimum wages, with subdivisions covering various types of employees if necessary.

5. The specific exceptions proposed for points three and four.

6. A pledge against further reduction of wages and, usually, a promise to raise wages.

7. A pledge not to resort to subterfuge to evade the code.

8. A pledge against profiteering.

Some of these conditions seem superfluous, but there is a definite reason for their incorporation in the code. It is this: that while the Government has no jurisdiction over business ordinarily, except while that business moves in inter-State commerce, it has under the National Recovery Act the authority through "sanctions" to penalize infractions of a code.

Thus a retail store in a city would under old laws be immune from Federal prosecution for evading regulations concerning its business conduct; once it is within the code system this immunity disappears.

That consideration still is one for the future, but nevertheless it is an imminent consideration. Undoubtedly this provision will in time be tested in the courts, but there is an obvious thread running through legal records showing that courts are rather inclined to follow the lead of national policy, despite protests to the contrary.

The justification of the implied coercion is described as being the necessity for unanimous action to assure the success of this unprecedented business-recovery effort. It is obvious that such unanimity is necessary to give the program a fair trial, and officials reiterate the hope that it never will be necessary to invoke the authority of the "sanctions" in the law.

Industry's Work on Codes

In addition to the codes, acceptance of which is indicated in preceeding paragraphs of this despatch, the toilet preparations and allied industries have made rapid progress in the formulation of their own codes. The following is a brief summary of the action taken by leading associations up to this time.

Finished Toilet Preparations

The A. M. T. A. has made certain slight modifications in the draft of its code which was published in our July issue. These modifications do not change the sense of the code in any material way. The code has now been filed.

On August 11 a meeting of about thirty manufacturers of non-advertised brands and makers of private brand and department store lines of cosmetics was held under the chairmanship of Charles H. Oestreich of the Lander Co. Inc., New York. The general provisions of the National Recovery Act and the codes of the A. M. T. A. and the Perfumery and Cosmetic Institute were explained by A. J. Burke of Helena Rubinstein Inc., secretary of the Perfumery and Cosmetic Institute, and S. L. Mayham, of THE AMERICAN PERFUMER. After a general discussion, it was decided to co-operate in every way with the A. M. T. A. in securing the adoption of its code, provided certain minor changes were made to bring it into line with the peculiar problems of this branch of industry.

California Cosmetic Association has completed its code which goes into considerable detail regarding problems of production and merchandising, taking up such matters as demonstrations, retail prices, P. M.'s, etc.

A new organization, the Allied Manufacturers of the Beauty & Barber Industry, has presented a preliminary code covering wages and hours only. The Beauty and Barber Supply Dealers Association will consider its code at its annual convention September 11 to 16.

Manufacturers of drugs and pharmaceuticals, represented by the American Drug Manufacturers Association, and American Pharmaceutical Manufacturers As-

(*Continued on Page 297*)

Recent Products and Packages

IN the following columns appear descriptions of various new products recently placed on the market by perfumers and manufacturers of branded toilet goods. These new products have recently been featured in retail merchandising campaigns, and the information is presented from the standpoint of the consumer and through the kind co-operation of the manufacturers.

Northam Warren Re-styles Manicure Sets

The Northam Warren Corp., New York, has re-styled its line of manicure sets. The "Compact Set," shown in the accompanying illustration, is now presented in a new paper box with a smart new design on the cover lithographed in two colors with gold binding. This set contains cuticle remover, liquid polish and polish remover in glass bottles with plastic closures. Two other sets have been redesigned. The "Five Minute Set" now comes in a black plastic box with hinged cover, on which is a metal design of a colorful hand holding a rose. The "Cutex Traveling Set" has been re-styled to resemble a flat camera case. The paper box is covered in glazed black and metallic copper paper.

Potter & Moore Bath Salts

The popular bath salts of Potter & Moore, Ltd., Mitcham, England, represented here by Groville Sales Corp., New York, are packaged in handsome tin containers as well as in glass jars. The cans are bronze in color, with the regular Potter & Moore oblong label. The tin covers fit into the cans and are easily removed. The jars have gold colored metal closures and oblong labels. Blue ribbon bows add a pleasant touch.

New Perfume by Yardley

Yardley & Co., Ltd., New York, has brought out a new bouquet odor called "Fragrance." It comes in six different sizes, packaged in glass bottles with bevelled

edges. With the exception of the quarter ounce size, the bottles are set in black plastic stands from which they can be removed. The half and one ounce bottles have black metal mushroom shaped stoppers, while the larger sizes have gold metal stoppers of the same shape. The cover of the package is of stiff paper and has a modern design of leaves and flowers in pastel shades. The "Fragrance" face powder comes in a paper box of the same modernistic design.

Pinaud Items

Pinaud, Inc., New York, has recently introduced two items, an eau de Cologne, in a new package, and a new lavender water, shown in the illustration at the right. They are packaged in cylindrical glass bottles with dome shaped black plastic screw type closures. The eau de Cologne has a standard Pinaud label, while the other bottle has an attractively designed label showing a blooming field of lavender.

British Holiday Toiletries in Tubes

A well known London beauty expert is putting up her most popular holiday preparations this year in tubes for the beach that can be slipped into handbags, and attractive silver, black and orange tins that are unbreakable in suitcases. A cleansing cream that is scented with oranges and lemons and which can be used on the face instead of water, especially in Continental Europe where pure water is not easily available and on Continental train journeys, is a real boon to the vacationist. This is also put up in the convenient cans and tubes.

Bourjois

The idea of matching, or contrasting, the colors of one's dress by various accessories is carried out by Bourjois, Inc., New York, in its new "Costume" rouge and lipstick. Each comes in six colors, green, blue, black, ivory, gray and red, with bright chromium trim. The cases are metal. The larger lipstick is round with swivel action, while the smaller is hexagonal with slide action. Interchangeable covers feature the latter, permitting choice of case color.

Ogilvie's Soapless Shampoo

Ogilvie Sisters, New York, have recently introduced on the market a new pine soapless shampoo. It is packaged in a generous, eight-ounce glass bottle of the familiar Ogilvie style, equipped with a plastic screw type closure. The shampoo, according to its sponsor, can be applied with little effort and rinsed off easily.

Fuller Brush to Make Dentifrice

The Fuller Brush Co., Hartford, Conn., is planning to introduce on the market shortly a dental powder for natural teeth. The company has made powder for artificial teeth in the past. The new product will be sold in connection with Fuller toothbrushes.

Vivaudou

A new form of anti-sunburn preparation has recently been brought out by V. Vivaudou, Inc., New York. The new product bears the name "Vin-A-Balm," and is in the form of a heavy liquid balm. It is packaged in a five-ounce glass bottle, wrapped in transparent cellulose material, with a sparkling black molded screw cap. The product is said to be non-greasy.

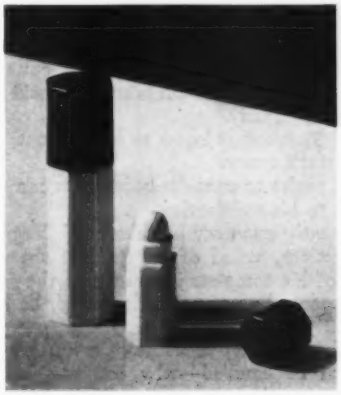
New "Nordex" Cream

The Nordex Co., New York, a subsidiary of the Norwich Pharmacal Co., has chosen a most attractively

designed tube for its "Nordex" sunburn cream. A pleasing color scheme of soft blue and yellow features the tin container which is fitted with a black plastic cap.

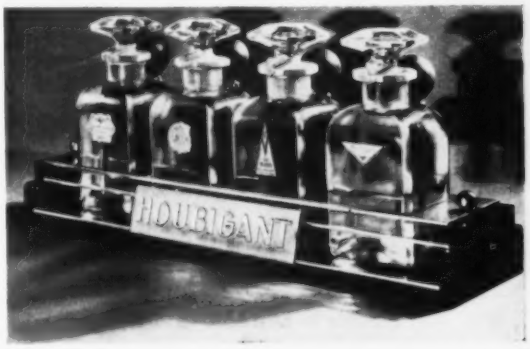
"Perstik" in Plastic Container

"Perstik," the stick deodorant manufactured by Feminine Products, Inc., New York, has gone molded. Both sizes of this well known product now have molded plastic cases and caps. The deodorant stick is pushed up through the hollow tube as needed, and is protected with a slip type cap. The company also is producing a new liquid deodorant called "Perstop" in small glass bottles.



Houbigant's Bulk Display Stand

Houbigant, Inc., New York, is offering retailers new display stands for selling perfume by the dram. The chromium finished stand is equipped with four small glass bottles, each having its own dispensing dropper. The bottles have ground glass stoppers and small labels.



Let the Package Help the Retailer

Expecting Too Much of this Harrassed Individual May Bring Disappointment

by D. B. Hassinger, Package Specialist

ONE of the duties of my profession is to call upon various retailers of drug and cosmetic articles occasionally to test their knowledge of a certain line of products—or guage the trend of others, sales of which may have dropped suddenly without any apparent reason. Retail sales have a way of doing just that without any advance notice, to which statement many manufacturers will attest.

Now this practice of nosing around re-
ers, if possible, is not new. Many manu-
tail stores, talking to clerks and custom-
facturers, not being content with relayed information, have been known to make these store investigations personally, in order to find out for themselves the real facts.

These facts are usually placed before a sales committee in conference with advertising agent or counsel. After many conferences the decision is usually made by the president of the company.

"Why does Mr. Storekeeper know so little about the line?" is the president's query.

There are many angles to consider before you can answer this question to his satisfaction.

I dropped in recently upon my neighborhood druggist to ask a few questions, veiled of course, but the answers assured me of his complete ignorance of the sales points of a well known line of cosmetics which he had handled for several years.

First, I asked the comparative merit of a number of face creams which he handled—why one was better than the other for a given purpose. "They are all good or I would not handle them," was his answer.

Second, I asked him how long he had carried the stock. He demurred, and then admitted he did not know the exact date of purchase without referring to his invoices, then finally admitted that some had been much longer in the store than he realized. Prices of various competitive products had changed which made his line seem ancient and handicapped as to prices.

Third, I asked him about his reserve stock. He answered by taking me into his cellar where bins and shelves were piled high with many kinds of merchandise —some covered with dust, some packages that had been mishandled, broken, some water soaked, awaiting the call of a salesman for adjustment. No doubt these conditions may be duplicated in many small drug stores throughout the United States.

In the meantime the president is still asking why doesn't Mr. Retailer sell more of our line—we advertise in his local paper—we send him literature to keep him posted of the changes in the line (which is seldom read) —we send him dealer helps—trim his windows and do everything possible to help him—and still poor sales.

Now let us consider the retailer's side. By make-up and training (professional, of course) he lives above the petty details of a commodity business where every item means a sale. The average druggist in a small town carries the burden of being adviser to the family in all its pains, depression, social well being, happiness and sorrow. "Johnnie has a toothache"—"Mary is out of cold cream, send over a jar"—"Dad needs something for his cough, can't sleep at night—is it his liver?" These and countless other questions fill his day which starts early and ends late at night.

When you consider his side, Mr. Manufacturer, do not judge him too harshly, for he is human like the rest of us. Help him, you must, by every means available to keep your line before the public eye.

Products today must be well packaged, displayed prominently and priced within the reach of the average purchaser and labeled so that there shall be no doubt in anyone's mind of their purpose and use.

The desire on the part of the retailer for branded merchandise of best quality, attractively packaged, is well known.

The demand of the consumer for smaller, more convenient sizes is also well known. Many concerns sneered at the smaller sized package and have since learned that it could be sold at a profit.

The modern interpretation of package design will win favor with both consumer and retailer if the manufacturer studies the needs of both and strives to aid store turn-over with clear and concise information, easily understood by anyone able to make the purchase.

This does not necessarily mean that all information should be placed on the package. Nor does it mean that the name of the article and its producer, however well established, is sufficient to convince the average consumer of its quality.

We are an intensely practical nation and are still asking for information concerning everything that affects our happiness.

Let your "New Deal" be one of helpfulness to both retailer and consumer by making the package a silent salesman of your products.

A. Ph. A. Plans Meeting

The 81st annual meeting of the American Pharmaceutical Association will be held at the Hotel Lorraine, Madison, Wis., August 28 to September 2. In addition to the usual business program, an attractive program of entertainment has been arranged by the local committee centered around two outstanding affairs, the first a lawn party and picnic at the home of Mr. and Mrs. Edward Kremers, and a trip to the Dells of the Wisconsin River.

A View of Cosmetic Advertising*

Some of the Errors of Copy Writers and Agencies
by Mildred Leary,
Southwest Manager for Dorothy Gray

LET me tell you why I wanted your chairman to make the subject "Selling Beauty to a *Conscious* Public." If I asked you for your honest opinion of beauty preparations—the belief in them or against them that your own dressing table at home would prove—how many of you would reply that "so far as cosmetics were concerned your only regret was that you had but one tongue to stick in two cheeks about the whole silly business?"

I wouldn't really be amazed at a reply like that. I would know too well what had happened: first, you read an ad about a beauty lotion; inside was bottled a potential Garbo, according to the ad.

You belong to one of the brainest and most talented groups in America, the advertising crowd. So you didn't believe the ad for a second! But you read another one, and another; you saw a sudden avalanche of cosmetic advertising in almost every publication. You saw those ads pull money from the consumer and roll across toilet goods counters in a national buying land-slide. You in ten years put cosmetics in the United States among the leading industries. One fine day, you became a victim of your own extravagant rhetoric and bought a jar—maybe two or three. Unless they came from one of the reputable manufacturers of effective preparations, you were disappointed at the lack of results. You resented being bluffed.

That's exactly what has happened to the consumer. Her value consciousness has been aroused by repeated experiences of precisely that nature. It's not just a style consciousness—it's a general *value* consciousness.

But, blinded by the brilliant sales success of your past cosmetic advertising, you haven't seen the consciousness of Mrs. Purchaser leaping and bounding miles ahead of your misleading messages.

Today women buying cosmetics have a tight-lipped "prove it, first" attitude. They are frankly suspicious.

Catherine Hackett, writing for the *Forum* magazine last December, sounded this keynote of scepticism which you've failed to hear: claiming to speak for the 20 million housewives who do 85 per cent of the buying she said that when she read in the advertisements that "your rib line will be your waist line . . . see the new broad shouldered effect" she immediately suspected the corset industry had something to do with fixing the new waist line.

When women read ads with eyebrows raised, what's back of it all? What does it mean to industry? What does it mean to advertising? And what can we both do about it?

I'm here to accuse the advertising profession of being half-asleep on the job; of using moth-eaten methods at a time when the value-consciousness of the purchasing public offered you the greatest chance to place cosmetic advertising on an honest basis of resultful service that you've ever had in your whole history. I'm here to tell you what your failure is doing to the industry I represent. (And I do represent an industry—don't take me personally, please!) I am the cosmetic industry talking to the advertising profession. And, I'm here to warn you that the value-consciousness which you yourselves have helped to create is on the verge of being your cosmetic Frankenstein.

You've overslept the purchaser. She began to be fairly wide awake three years ago. A pinched pocketboot acted like a cold shower to speed up her sense of values. Most of all, her repeated experiences of spending money for advertised creams that did not fulfill their magical promises built up an extremely suspicious attitude. She began to demand results for every penny spent.

Then was your big chance to do a real piece of ad-

Whose Is the Fault?

IN this address, Miss Leary makes an eloquent and effective plea for truth in advertising. In it she blames the advertising profession for the misleading and, at times, dangerously false advertising of cosmetics. That she should place the blame there is but natural since she is, as she said, "the cosmetic industry talking to the advertising profession." Without finding fault with Miss Leary's thesis, one might be permitted to wonder whether the advertising agent and the copy writer should be saddled with all the blame in the matter of false claims. Agencies and writers need to live. They must get their living from their clients. Unless the client is pleased, the next job goes elsewhere. Perhaps manufacturers in the cosmetic industry have influenced the copy angle in their advertisements. In any event, they have let the advertisements be printed with their names connected, which, after all, is at least a sign of tacit approval. Addressed to the advertising profession, this article may well be read carefully by the manufacturer of cosmetics. He as well as the copy writer needs the pointed comment of this vigorous message.—*Editor*.

* Address before the West Coast Advertising Convention in Sacramento, Calif.

vertising for the worthwhile beauty lines—the lines which could *give* results for every dollar invested. You muffed it. And, in a conscious public today, you are the super-conscious part! Yet you blithely continued to write beauty ads based on a moron appeal.

The effect in the trade was simply this: the manufacturers who had thrived on the consumer's gullibility, faced for the first time with an intelligent sales resistance, tried to meet it with direct bribery. They dangled a free jar of this or that over the customer's head as a sales lollypop; customers are learning that two worthless jars aren't bargains even if they pay for only one.

But the ineffective lines went farther. They cut prices.

During the past three years the beauty industry has been hurled into cut-throat chaos. Free merchandise on one hand. Frantically lowered prices on the other.

New high-pressure forms of promotions flash constantly onto the toilet goods horizon. Squads of ballyhooing dramatists are sent out by desperate manufacturers; they shout their wares from platforms in the toilet goods departments of some very good stores; open demonstrations have been on the increase.

The high-class lines, the ethical companies, with their own laboratories and their salons, manufacturing their own honestly helpful preparations on a scientific level, are being forced, by your short-sightedness, to use other means of answering destructive merchandising schemes. Instead of relying on you advertising people to help us sell beauty to a conscious public, what are we doing? We are giving ourselves a new deal with the deck stacked in favor of sales promotional work and sales training.

Having fine merchandise we are trying to carry out the new programs in a fitting manner. It takes money, plenty of it.

This money is being taken from advertising appropriations. If you can't help us sell beauty today, we'll try other ways—we have already started to. Unless you key your mesesage to a more honest note you are going to find that the cosmetic industry can't use your service.

I'm not making a guess at this. The trend is here. I could name a number of new cosmetic lines entering the field with not one cent appropriated for publication advertising. Some are putting the money into training saleswomen to go to the consumer's homes and teach women how to use the preparations; others are giving a bigger percentage to their dealers; still others are entering the field to compete in the price-slashing battle of the cheap lines.

The reputable companies are going into greater sales promotional work and more intensive educational training. Dorothy Gray is launching a national sales contest this month. This month we are also introducing three new types of store promotions on the West Coast. We have recently organized Dorothy Gray clubs for selected saleswomen to get up-to-the-minute information each month. These are some of the things my company is doing in spite of the fact that Dorothy Gray has by no means lost faith in advertising yet.

That gives you the picture as I see it. If these conditions were necessary, I wouldn't be here talking about them. But they aren't.

You built us into an industry . . . and you are *not* following through on the job. You helped us sell beauty to an unconscious public . . . why are you failing so miserably to help us sell beauty to a conscious public? You've sold chewing gum and tooth paste. You've put across scientific reforms and elected presidents. Why aren't you doing a better job selling beauty?

Let's look at a few cosmetic ads. . . .

(At this point Miss Leary read and exhibited a number of exaggerated cosmetic advertisements.)

All such ads have helped produce the terrific sales resistance the cosmetic industry faces today. It is surely no secret . . . note the popularity of *100,000,000 Guinea Pigs*. The book crystallized public resentment of unfair advertising—even if its own incompleteness and consequent gross unfairness condemned its authors as qualified condemners.

The pathetic reply made by Don Knowlton in the April issue of the *Atlantic Monthly* indicates more than he intended. He is an advertising man in Cleveland. His answer to the advocates of truth in advertising has all the misleading smoke-screen of cleverness that characterizes cosmetic advertising; the sacred order of exaggeration, he says, maintained by advertising, prevents a fatal evaluation of stark existence in all its barrenness. He may have been thinking of the same ad I read you—about the reducing salts—when he wrote: "Minnie Schultz sits on her attic cot, surveying her bulging calves. Ah! It says in the paper 'Take Madam Maloney's curious concoction for three weeks and flesh will fall from you like leaves in October, revealing the lithe limbs in all their pristine elegance. Only 50c a bottle.'" "Fifty cents for romance", exclaims Mr. Knowlton. "Fifty cents for love! Who would begrudge the spending of that 50c?"

I would. I do. I begrudge every sale that is dangerous to the consumer, or untrue; it's bound to mean disappointment, disillusionment, a customer forever taken out of the cosmetic market. I begrudge it very much. And knowing what it has caused in my business, I say let "Minnie Schultz's" calves just keep right on bulging and bulging, or offer a safe product, sanely advertised.

If a product has no other appeal than a dangerous or untrue one, it has not legitimate place in industry. With the steadily increasing value-consciousness of the purchaser, such merchandise is fated.

The factor I despise is your unhonorable advertising for honorable merchandise. It's inexcusable! That responsibility is yours and yours only.

And the Federal revisions of the Food and Drugs Act indicate the government is going to do something about that if you don't. They are digging into the more subtle motives behind ads; it will be a crime to have the "intent to deceive" . . . advertising copy containing ambiguities, inferences or innuendoes giving a misleading impression will be punishable by Federal action. If you lack the initiative, Uncle Sam will spank it into you.

You don't need to wait for national laws to make you improve your cosmetic ads. My plea to you now—today—is to abandon your tongue-in-the-cheek attitude. Learn something about our industry.

You haven't tried. I have some very grand friends in the advertising game. This has been their attitude: they've come to me and said "Now, listen, Mildred, you don't seriously believe in this beauty racket, do you?" One accused me of thinking that more girls were ruined by blackheads than by blackguards.

You have not made an earnest effort to know our industry. You have relied on your wits instead of your intelligence. You have given us clever phrases with dishonest points behind them. You have weakly resorted to fear campaign when we have begged for stronger advertising. That is not necessary. It should stop. You'll find the leading cosmetic houses have grander advertising angles than you've ever dreamed of. It's your job to find them.

A long, long while ago a friend of mine told me how she and three other girls had lifted a fifth person with their finger-tips; she claimed they all touched the person with 2 fingers, breathed in unison a few times and, at a certain moment, suddenly lifted the fifth with no effort. Maybe it works and maybe it doesn't. I've never seen it.

But that picture of four agents co-operating to boost a fifth portrays what I believe is the ideal way to sell beauty: one represents the production of scientifically effective products; the second represents the sales division; the third stands for modern advertising of those products; the fourth is promotional work. When we all breathe in unison we'll sell beauty the way I believe it should be sold. You and we will have the partnership we should have.

Design Exhibition Planned

The National Alliance of Art and Industry, in co-operation with the College Art Association, is assembling a traveling exhibition of Industrial Art for the season of 1933-1934.

This exhibition is already booked for five showings. It opens in the Worcester Museum, November 1, returns to New York in late December to be shown as part of the First National Exposition of Art and Industry, to be held under the auspices of the National Alliance of Art and Industry in the R. C. A. building, Rockefeller City, January 2 to 28, 1934. From there it goes to the Art Alliance of Philadelphia; the Lyman Allyn Museum, New London, Conn.; and Skidmore College, Saratoga, N. Y. Other bookings will be secured if the material can be released for a longer period.

The exhibition will consist of approximately 100 pieces of the best designed machine made products available and should be as representative as possible of the new and beautiful industrial production of our day. There is no charge for the showings out of town, but a charge will be made of $1.10 per square foot on the floor (the object may be of any reasonable height), or on the wall, for the very valuable space that will be occupied in Rockefeller City. A committee of six has been appointed to direct the policy of the exhibition and act as Jury of Acceptance. They are as follows: Walter Teague, designer, chairman; Alon Bement, director, National Alliance of Art and Industry; Donald Deskey, designer; Henry Dreyfuss, designer; Audrey McMahon, College Art Association; and Gilbert Rohde, interior architect and industrial designer.

How Really to Improve a Package

Changes Should be Based on Utility and Not on Appearance Factor Only

by Ruth Hooper Larison

ISN'T this the psychological time for the toilet goods industry to take inventory? Ten years from now we will very likely look back upon 1933 as the year in which a sharp and important corner was turned. There has already been a change of attitude on the part of the public towards toilet goods, the products themselves, their appearance, price, methods of distribution, advertising and publicity. Each manufacturer would do well to study his products and packages in this light, sheared of all superficial dramatization and artfully concocted "sales stories," they should be judged in their basic, starkest simplicity. The industry has taken some splendid steps forward in the last ten years, but today we stand on the threshold of a new period.

While products have improved by leaps and bounds, thanks to a closer cooperation between science and manufacturing, I am more interested for the moment in what has been done in packaging during the last few years. Beauty of package has become the rule of the day, although not too frequently lived up to. However, most manufacturers have been convinced of the importance of appearance from a selling standpoint. Because practically all manufacturers recognize the dollar value of pleasing appearance, their efforts in that direction have leveled off the industry as a whole at a new high appearance standard with a few leaders still a step or two ahead. The relative positions held do not allow sufficient elbow room for each product to strike out in a unique direction through the medium of its package. There has been too much follow-the-leader attitude. That attitude is no longer so productive as it was before the public began taking merchandise seriously.

I believe that no manufacturer should undertake repackaging his products today *simply to improve their appearance.* I feel it is essential to make some constructive improvements in the physical form of the package. Such improvements may be for the sake of easier packing and shipping, to facilitate display value or, and here is the most important reason, to increase substantially the "useability" of the product.

"Useability" built right into the package is the most needed feature of packaging today. Of course, every package should measure up to high standards of design, beauty of appearance and appropriateness. The package which expresses its use through its appearance talks fastest and most convincingly to the customer. It stands out from all other packages because of this unique feature which adds ease of consumption, and it is often that very feature which gives it the spring board from which it may dive straight into consumer attention. Such a feature often suggests an equally unique decorative design and frequently makes the package subject to patent protection.

One should avoid the package which is designed primarily to startle customers into attention when displayed alongside other products on the dealer's shelves. Such a strident appeal may catch the immediate fancy of unthinking customers, but will soon tire them. They become irritated by the package which shrieks at them every time it comes in sight.

The old saying that there's always more room higher up is as true in packaging as anywhere else. The really unique package never experiences the nip and tuck competition that invariably awaits the one-more-of-the-same-kind package. Were manufacturers to strive for leadership in uniqueness and constructive improvements, we would begin to see some really interesting and important things happen to toilet goods packaging. Today the few manufacturers who are forging ahead towards that kind of leadership can truthfully quote Kipling when he said in *The Mary Gloster*—

"They copied all they could follow, but they
couldn't copy my mind,
And I left 'em sweating and stealing a year
and a half behind."

If we review the outstanding improvements in packages in the last few years which have given the product an additional feature of "useability" we find that when one company has introduced an improvement in a particular package it sets others to thinking up other ways of improving their packages for the same product or related products. This trend has left many types of packages untouched simply because, I believe, no one has pioneered in their improvement. Herein lies a fertile field for the alert manufacturer.

For instance, in the group of products which might be called "beautifiers" or products for the care of the skin, there have been practically no new features whatever in their method of packaging which have given them distinctively additional qualities of "useability."

We have added plastic materials to flint and opal jars and improved the air-tight and water-tight mechanism of the container closures along with the adoption of more attractive caps. These have been steps forward in line and beauty and decoration, but hardly in "useability." A sixteen-ounce pressed opal jar is just as heavy as ever and just as likely to slip out of the hand. Bottles have grown in beauty and ease of handling, but not in "useability" further than that. One package comes to mind which is quite new and a distinctive container serving its purpose completely. This is the Scandia Jourde "Crême de Beauté." It is a powder

base cream to be used after one has left the dressing table and when touch ups during the day are necessary. The case is like a lipstick, but when the base swivel is turned, instead of a lipstick rising, a tiny hole in the horizontal top allows a bit of cream to come through which can then be smoothed on the nose, cheeks or chin before the powder is applied and thus insures a more lasting make-up. This is really a constructive improvement in the packaging of a foundation cream for pocketbook use.

Practically all cosmetic or make-up preparations, with the exception of face powder, are packaged in metal cases. There have been some good mechanical improvement in these cases. Loose powder vanities have gone through an evolution from the utterly impractical ones to those which are now extremely popular, leak-proof and efficient and employing a variety of mechanical variations in their construction. The "one-handed" lipstick, developed in several types of case construction, has definitely shown an improvement over the old style. But there are still ways in which lipsticks may be improved. The "captive cap" (to borrow a name from tube closures) which is chained to the lipstick base gives such cases as Rubenstein's a very practical utility point of vantage. The "Fitch" mascara case includes a spring rest for the brush which permits it to be more easily removed when the cover is opened.

In the field of manicure preparations, "Cutex" nail white pencil might easily be called a "scoop." Added efficiency, ease of application, carrying facility, were all pluses for an excellent product making it unique in its field.

"Glazo" has stepped up the saleability and "useability" of liquid enamel polish with the use of a metal shaft brush which neither breaks nor "gums up" as the old style shaft did. The carton includes a color chart which permits the customer to know beyond question what shade she wants and how it will look on her nails. These are two outstanding improvements in nail polish packaging.

In the field of perfumes the use of small economical packages serve the customer as an improvement because they enable her to buy first-class perfumes at practical prices without unnecessary expense for the package. After all, women *do* want good perfume more than elaborate bottles and boxes! A further step in the right direction is the dispensing atomizers retail stores are now using for the sale of bulk perfume. They enable the customer to check up on the odor she wants when it is sprayed out from one opening of the cap and can then be poured directly from the same container from another opening into the bottle. This eliminates the use of a bulb syringe and funnel which might not be absolutely free of one perfume when used in dispensing another. Here is an efficient improvement and a direct protection for both the customer and the manufacturer of the perfume! The "Aromel" atomizer for home use is another improvement in the customer's use of perfume. Compressed gas, which can be bought in refill capsules, diffuses the perfume in three different densities of spray.

In the field of bath preparations it is interesting to see the various improvements that have been made in deodorant packages. Since the first applicator attached to the cap came on the market one company after another has adopted this important improvement. It is now used by "Odorono," "Dew," "Ever-Dry," "Heck," and I believe several others as well. The deodorant pencil for purse use, as introduced by "Perstik," seems to be establishing another popular form of the product which many companies are adopting. Odorono's compact deodorant presents the product in still another form and will probably be particularly acceptable to those customers who prefer a dry powder deodorant. Latest of all is the new Hudnut applicator for liquid deodorant which has been added to the "Marvelous" line. This is entirely different from

any previous method of application. Under the black plastic cap is a cork topped with plastic perforated with sufficient holes so that just enough of the liquid seeps through and can be directly smoothed over the skin.

Hair preparations have seen few major improvements although beauty parlors and many wise women have learned to apply brilliantine with an atomizer (the *one* efficient method). Yardley has gone a step further and introduced a wave-setting lotion which is accompanied by an atomizer top. While this has been on the English market for some time, it has only recently made its entrance in the American market. It is a good step ahead of the old way of applying wave set lotion for home use.

In the field of accessories probably the most important high spots have been the packaging of tissues for removal of creams and the Lyon lipstick tissues for handbag use. The Johnson & Johnson "Couettes" and round and diamond shaped cotton applicators have made the use of creams and lotions simpler for the consumer. The Bauer & Black "Cotton Picker" has added to the field of beauty and cosmetics and all general uses of medicated cotton are advanced by the efficient, sanitary dispenser.

While there have been quite a few minor improvements in packages, the foregoing represent, I believe, the outstanding ones, but if I have failed to include any, may I be forgiven?

Looking back over this phase of packaging as it has developed in the last few years makes us realize, I think, that basic improvements for greater "useability" of the product are essential. A new package alone won't bring a product out of the red. But an exceptioinally appropriate package, well designed, well constructed and uniquely suited to the use of the product should go a long way towards making the selling job both to the dealer and to the consumer an easier task. And since the burden of selling weighs heavily on the industry at present, this might be considered one of the important phases for manufacturers to look to in order to establish sounder sales psychology and win appreciation and dollars from the public.

New Insecticide Group Formed

The American Insecticide Institute, Inc., has been chartered under the laws of Maryland by a number of leading manufacturers of insecticides. There is no capital stock. The incorporators, Charles P. McCormick, president of McCormick & Co., and William G. Grisemer, vice-president and secretary of the Black Flag Co., both of Baltimore, with Dr. Robert C. White, of Philadelphia, will serve as directors until the next annual meeting of the organization or until successors are elected. Headquarters are at 414 Light street, Baltimore, the site of McCormick & Co.

The outlined purposes of the institute are: to promote a better understanding in the industry; to bring about the adoption of higher standards in the industry; to associate "for the benefit of ourselves and others" a group of manufacturers of insecticides who are merchandising package goods to the retail trade; to do research work; to engender cooperation among members; and to assist the Government in promoting higher standards in all types of insecticides.

Recamier Held in Contempt

JUDGE COXE in Federal District Court has held Recamier Mfg. Co., New York, in contempt of court for violation of the injunction and order of Judge Patterson in the matter of the suit involving use of the name "Harriet Hubbard Ayer" on toilet preparations. Citation in contempt was brought before Judge Patterson in November, last, and he appointed Judge Robert McC. Marsh as special master to hear testimony.

The testimony was to cover two points; (1), whether the formulas for cold creams, vanishing creams, liquefying cleansing creams, and tissue builders used by Recamier Mfg. Co. to make these products are the originals used by Harriet Hubbard Ayer in her business in 1886 and 1887; and (2), whether the Recamier Mfg. Co. has marketed creams or toilet articles in boxes of the style used in 1931 before Judge Patterson's injunction was handed down. Testimony was taken over a long period before Judge Marsh, and a very voluminous record, consisting of upwards of twelve hundred pages with numerous exhibits, was built up.

Based on the report of Judge Marsh, Judge Coxe held Recamier Mfg. Co. in contempt of court, decreed "that the plaintiff (Recamier Mfg. Co.) has violated said injunction dated May 2, 1932, in that it has represented at least four of its products to be manufactured in accordance with the original formulas used by Harriet Hubbard Ayer in her business in 1886 and 1887, whereas in truth and fact, such products are not manufactured in accordance with such formulas, and the plaintiff (Recamier Mfg. Co.) has further violated said injunction in that it has given undue prominence to the name 'Harriet Hubbard Ayer' in its reference thereto and in that its paraphrase of the permitted legend 'Not Connected With The Business Conducted Since 1907 By Harriet Hubbard Ayer, A New York Corporation' is misleading and not in accordance with the facts;" and further decreed "that the plaintiff (Recamier Mfg. Co.) discontinue forthwith the sale or offering for sale or issuance of packages, labels or statements in any form containing legends and markings objectionable in the respects hereby decreed to be violative of the said injunction."

Judge Coxe also entered judgment against Recamier Mfg. Co. for $8,936.40 which the Court held to be a fair and reasonable amount of expenses incurred by Harriet Hubbard Ayer, Inc., in the contempt action.

for the most part, used the "jake" as an intoxicant.

"Ginger Jake" Convictions Sustained

Harry Lesser and Forrest E. James, ginger "jake" bootleggers, must pay fines of $2,500 each and serve 20 months in jail and Philip M. Lahn, another member of the ring, will go to prison for 17 months, all for conspiracy to violate the Federal Food and Drugs Act. The Circuit Court of Appeals recently affirmed their conviction rendered by a jury in the Federal Court, Brooklyn, N. Y., December 30, 1932.

Lesser, James, and Lahn, trading under various names and through numerous agents in many cities, were found guilty last December of conspiracy to violate the Federal Food and Drugs Act in shipping in interstate commerce quantities of the poisonous "fluid extract of ginger" which caused serious paralysis of victims.

Government Reorganization Progressing

Department of Commerce Activities Curtailed Under New Director and Alcohol Bureau Merger Planned

THE changes and purported changes in the governmental departments in Washington are taking place as quickly as possible during the Summer months while Congressional activities are not occupying the attention of the Chief Executive.

The changes made in the chemical division of the Department of Commerce have proven to be not nearly as drastic as it appeared a month ago. The personnel of the department was decreased to two-thirds of the former size, instead of to one-fourth as was the original impression.

The work carried on by the original staff of commodity experts is promised not to suffer by the cut that has taken place since the new plans have gone into effect, although it is freely admitted that all research and information available will of necessity have to be of a more general nature. Detailed reports can not be expected of a smaller personnel whose time is filled with carrying on the regular routine. However, the surveys that have been of such great importance in the past year or two are being continued in some degree.

Weekly Bulletin Continued

The regular weekly bulletin, "World Trade Notes on Chemicals and Allied Products," is still being published, but not in such quantities as heretofore as the printing facilities at the command of the Department have also been cut.

Dr. Willard L. Thorp, of Amherst, Mass., has been named Director of the Bureau of Foreign and Domestic Commerce by the President, and under his guidance the separate divisions will make available economic facts and figures considered essential in supporting the work of the National Recovery Administration, and of special application in long-range economic planning.

New Director Makes Statement

In a statement issued by the Department of Commerce following the appointment of Dr. Thorp, they said:

"It is believed that with the proper emphasis on basic research applying particularly to problems such as the estimating of production and consumption, the growth of productive capacity, the expansion in industry in terms of equipment, markets, and employment, machinery depreciation and obsolescence, the future of American foreign trade, and a wide range of similar topics, a better sense of direction can be given to business with eventually a much greater degree of national economic security and stability.

"Such work in the Bureau of Foreign and Domestic Commerce rests on the belief that long-time problems of the type listed above must be faced if industry is to be put back on a sound footing and started forward once more along the pathway of a reasonably assured progress.

"The established functions of the Bureau of Foreign and Domestic Commerce in the promotion of trade at home and abroad will be carried on as usual, but more attention will be given to studies which may assist in the determination of broad economic policies, helpful not only to the business man, but to the Government as well.

"In the field of long-range planning, as well as in supervising the more general services of the bureau, Dr. Thorp will work in the closest cooperation with the recently organized Business Advisory and Planning Council for the Commerce Department. Dr. Thorp's training and experience seem to provide him with ideal qualifications for this work."

Dr. Thorp has included in his industrial surveys a detailed study of the chemical markets.

Alcohol Bureau Merger to Come

The organization of the new system of things in the Chemical Division is still in the making, and so far it is difficult to determine just what the services and information that it will be possible to obtain from this source will be.

The Executive order for the merger of the Department of Internal Revenue with other bureaus including that of Industrial Alcohol that was to take place on August 10, has been postponed to the indefinite future, that future being sometime between the tenth of August and the thirty-first of December of the current year.

Cosmeticians Meet in Chicago

As we go to press the American Cosmeticians' Association is holding its fourteenth annual convention and beauty trade show at the Sherman hotel, Chicago. The meeting opened August 21, and during the four-day period those attending were favored with an extensive program dealing with problems of beauty culture and other educational features and an elaborate round of entertainment. A further report of the convention will be given in the September issue of this magazine.

French Toilet Soap Sales to U. S. Gain

French toilet soap sales to the United States show a tendency to increase. During the first four months of 1933 shipments aggregated 1,138 metric quintals, compared with 612 quintals in the corresponding period of 1932. Total exports in the January-April period of 1933 amounted to 5,795, and of 1932 to 5,082 quintals. (*Department of Commerce.*)

Editorials

The American Perfumer
and Essential Oil Review
Trade Mark Registered U. S. Patent Office

The Independent International Journal devoted to Perfumery, Toilet Preparations, Soaps, Flavoring Extracts, etc. No producer, dealer or manufacturer has any financial interest in it, nor any voice in its control or policies.

Vol. XXVIII No. 6 August, 1933

We Have Subscribed to N. R. A.

NATURALLY we have subscribed to the blanket code respecting wages and hours which the N.R.A. has suggested to all employers. In addition, we shall give our approval to the code which has been drafted and will be filed by the Periodical Publishers Association. We are living up to the provisions of these codes, and are prepared to go as far beyond their provisions as may be necessary to do our part in the advancement of the purposes of the President and the N.R.A. We accord these purposes our wholehearted approval and commendation.

No More Delays on the Codes

WITH a few minor amendments which do not alter it in any essential particular, the code of the Associated Manufacturers of Toilet Articles has been filed with the N.R.A. Just prior to this the code of the Perfumery & Cosmetic Institute also was filed. On the matters of greatest importance to the Administration, hours and wages, these two codes are virtually alike. In other respects, they differ only in detail.

Both codes were delayed for a time because officials of the Drug Insitute of America urged the two groups of cosmetic manufacturers to submit their codes supplementary to a so-called "Master Code" for the industry which Drug Institute was preparing to submit. It has now developed, as many had predicted, that the Drug Institute "code" is wholly unacceptable to the N.R.A. and that the various branches must file their own codes. The Administration will approve of no codes at this time which seek to bring an entire industry from raw material to consumer under a single set of rules. Neither will it approve any code which fails to set up provisions regarding hours and wages, something which the Drug Institute proposal failed to do.

Many believe that the toilet preparations industry would now be working under its own code and not under the provisions of the so-called President's Agreement had it not been for the operations of the Drug Institute, which, as was pointed out in these columns last month, served only to delay action.

Reports from Washington indicate that much of the material on trade practices which forms a part of various industrial codes will not receive approval at this time. The N.R.A. has its hands full trying to hasten its chief objectives, reemployment of labor and an increase in purchasing power. It does not disapprove of satisfactory codes of trade practices but it does request industry to defer these matters until the Administration has time to give them adequate attention.

The co-operation of all groups on approval of the wage and hour schedules of the A.M.T.A. and the Perfumery & Cosmetic Institute, which should be satisfactory to the entire industry, is now the objective which makers of toilet preparations should seek. With these approved and accepted, there will be ample time for agreement on trade practices on which thus far, there has been surprising unanimity.

Now that the proposal of Drug Institute for a vertical code has been disposed of, there is no cause for further delay in bringing the entire industry under a suitable code. Fortunately, though time has been lost, no great damage has been done.

Retail Buying Trends

THE successful merchant and manufacturer in any field is usually the one who most nearly anticipates the trend of the retail purchaser's thinking. The least successful is usually the one who is just a few steps behind the procession. In no field is this more evident than in cosmetics and toilet preparations. We might multiply instances of its effect upon the fortunes of individual manufacturers for many pages. It is unnecessary to revive the happily forgotten past by such painful reminiscences.

During the last two years, it has been pointed out that the ultimate purchaser of cosmetics had become absorbed with the idea of *"value for the money"*. This has been looked upon as a fortunate development for the manufacturer of toilet preparations, whose products in the past were not often so associated. *The public has continued to buy cosmetics, even the expensive ones, throughout the depression just as often as the woman could be sold upon the idea of value.* Where the value appeal has been lacking, sales have fallen off. This, it is true, has left some manufacturers gasping a bit, but it has been a fortunate thing for the industry as a whole.

OUR ADVERTISERS

FRITZSCHE BROTHERS, INC.
New York City

AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW
432 Fourth Ave., New York City.

GENTLEMEN: From a recent advertisement in THE AMERICAN PERFUMER we have had over forty inquiries directly traceable to that advertisement, and they are still coming in. A number of the inquiries are from really substantial organizations and a certain percentage of them has been translated into sales to our satisfaction. In such times as these such a gratifying number of worth while inquiries speaks well for your publication as an advertising medium to the industries we serve.

Sincerely,
FRITZSCHE BROTHERS, INC.
A. D. ARMSTRONG, *Secretary.*

Unfortunately for our pocket books, few of us are gifted with clairvoyant powers, but all of us can study the general industrial picture and draw certain conclusions which, in many instances, will place us on the right track in estimating the market. Such a study is particularly valuable at present when the country seems to be pulling itself rapidly out of the depression and into a period of prosperity.

Manufacturers who are about to launch new lines—and there are many of these—can find much in the present situation which, when compared with the onset of the depression, should be of great value, especially in setting a value on their wares. It will be recalled that, after the depression was really under way, new lines in the cheaper brackets began to make their mark in retail circles. As conditions grew worse and the buying power of the public lessened, it was the cheap line that gave good value which prospered. Not long ago a line to retail at 20c per item appeared and virtually took the lead among cosmetic sellers.

> *All of these successful lines were launched just in advance of the buying trend of the retail customer. It does not follow that other lines can be moved in the same fashion if they are placed upon the market just a bit too late. The follower is not likely to catch the leader.*

Now, with the industrial trend reversed, with buying sentiment improved, and buying power on the increase, it is possible that there may be a trend in the opposite direction. It is unlikely to take the course of an orgy of luxury spending, at least for some time to come. But it is reasonable to believe that the ultimate consumer will want the best she can afford with due consideration to the newly learned lesson of "value for the money."

It will be interesting to watch the course of the next "cheap line", and there are several in the offing determined to catch the momentum of the 20 cent line which was so conspicuously successful. It will be still more interesting to watch the progress of the first manufacturer *who reverses the recent trend and follows the course of business recovery into moderately higher ground.*

Value for low prices has not yet been overdone but it is evident that the cycle cannot be carried on indefinitely and that a reversal of the trend, when it arrives, will carry certain far-seeing manufacturers to profit and success. The present period is an interesting one for the manufacturer and even more interesting to the observer who can have a second guess where the manufacturer must do with only one.

A Ban on "Free Goods"

IT is welcome news that some of the leading manufacturers of toilet preparations and of barbers' supplies have decided *to eliminate all free goods offers.* Many makers of toilet articles never indulged in the practice but it has been the regular thing with the barbers' supply manufacturers and has caused no end of trouble in that trade.

There is no good reason for the free goods offer. It in no sense deceives the retailer who knows that the goods are not really free. It is really a cut price offer when the goods are additional units of the same kind ordered. Where they are of another kind, they succeed only in destroying the market for that sort of merchandise. A classic instance is the "gift" of safety razors with shaving preparations, which has, according to the retailers, wholly destroyed the market for safety razors without adding a bit to the market for shaving creams and soaps.

Thus gradually uneconomic practices are being eliminated in this field. There are many that still require attention but one step at a time means eventual progress. *If "free goods" are doomed, the manufacturer, the retailer, and the public, all are well rid of them.* They seem likely to be outlawed in the industry's codes of trade practices but far-sighted manufacturers are not waiting for the adoption of codes before they cease these uneconomic offers.

Retail Prices and The Code
(A Letter to The Editor)

Editor, THE AMERICAN PERFUMER.

SIR:—I read with interest your editorial on the Drug Institute, with the views of which I heartily concur. However, I desire to strongly protest the A.M.T.A. code, Article 8, which is distinctly unfair to retailers. Prices to retailers should be the same regardless of quantities purchased, as different practices tend to create a situation of peddling and underhanded dealings by the dealer who

is anxious to secure the quantity price. This practice not only leads to price cutting, but also affects the legitimate dealer, who finds himself overstocked, and tempts him to cut the price. Chains could fairly be treated as jobbers for the merchandise which they distribute from their warehouses only, and not on drop-shipments.

The last paragraph of Article 8 should be entirely changed around and these practices should be considered as price discriminations as they merely amount to the payment of a subsidy to certain retailers to the detriment of others. The dealer that usually gets the subsidy is usually that dealer who needs it least, whereas the retailer who has a small outlet is left entirely to his own resources.

In the Perfumery and Cosmetic Institute code I note that paragraph C relating to prices is good as far as it goes. The burden of carrying out this program should not be left entirely on the retailer, and he seems to be the only one penalized in this paragraph. We retailers cannot co-operate where the retail price is left entirely to the discretion and good faith of the manufacturer. The retailer should have the privilege of circulating information about manufacturers who do not stabilize their retail prices, at least 25% above wholesale costs.

Why all the responsibility on the retailer? Why not a rule calling it an unfair practice for a manufacturer to agree to a situation where his products are sold below cost?

I do not believe that many manufacturers will take action under paragraph C, as this action, according to the terms expressed in the paragraph, is to be purely voluntary on their part.

As a retailer, I guess that as in the past, we will have to depend upon private lines and discourage the sale of nationally advertised products.

Yours truly,

Brooklyn, N. Y. Wm. King Skinner.
July 30, 1933.

Coming Conventions

American Pharmaceutical Association, Hotel Lorraine, Madison, Wis., August 28 to September 2, 1933.

American Chemical Society, Chicago, September 10 to 15, 1933.

International Beauty and Barber Supply Dealers Association, Palmer House, Chicago, September 11 to 15, 1933.

Associated Chain Drug Stores, Congress Hotel, Chicago, September 14 and 15, 1933.

National Hairdressers and Cosmetologists Association, Edgewater Beach hotel, Chicago, September 18 to 21, 1933.

National Association of Retail Druggists, Hotel Sherman, Chicago, September 18 to 22, 1933.

Federal Wholesale Druggists Association, Hotel Sherman, Chicago, September 25 to 27, 1933.

National Wholesale Druggists Association, French Lick Springs, Ind., week of October 2, 1933.

American Bottlers of Carbonated Beverages, Jefferson County Armory, Louisville, Ky., October 9 to 13, 1933.

Official Hairdressers' Show and Convention, Hotel Astor, New York, October 16 to 19, 1933.

American Beauty and Styles Exposition, Grand Central Palace, New York, October 23 to 27, 1933.

Exposition of Chemical Industries, Grand Central Palace, New York City, December 5 to 10, 1933.

British Pharmaceutical Conference Meets

The 1933 meeting of the British Pharmaceutical Conference was held in London, July 25, 26 and 27. The meeting was featured by the science section at which many important papers and abstracts were presented. Officers elected at the closing session were: Chairman, C. H. Hampshire; vice-presidents, W. A. H. Naylor, J. F. Tocher, F. Ransom, E. H. Farr, E. Saville Peck, David Hooper, W. Kirkby, C. A. Hill and H. G. Greenish; vice-chairmen, F. W. Gamble, R. R. Bennett, D. Lloyd Howard, J. T. Humphrey, J. H. Franklin and H. Skinner; hon. treasurer, F. W. Crossley Holland; hon. secretaries, C. E. Corfield and G. R. Boyes.

Baby Powder Held Taxable

The Bureau of Internal Revenue has ruled that baby powder is taxable as a toilet preparation at the rate of 10 per cent under section 603 of the Revenue Act of 1932. This ruling came in response to a contention that a powder used on babies to relieve and prevent chafing, prickly heat, etc., is not a toilet powder within the meaning of the law because it contains special ingredients with healing properties, and is, therefore, medicinal in its reaction.

The Bureau quoted a dictionary as defining toilet powder as follows: "A fine powder, usually with soothing or antiseptic ingredients, used to sprinkle or rub over the skin of the body, as after bathing, usually distinguished from powder used as a cosmetic for the face." The Bureau then stated:

"This definition does not distinguish between a powder used for babies and a powder used for adults, but defines it as one applied to the skin of the body. The fact that the article has soothing or antiseptic ingredients does not warrant any change in its classification as a toilet preparation. It is, therefore, held that the powder in question is subject to the tax of 10 per cent imposed by section 603 of the Revenue Act of 1932."

Ohio and Illinois Tax Cosmetics

An important tax bill covering cosmetics sold in the state of Ohio became effective August 1, the bill having become a law without the Governor's signature, according to the laws of the state. It imposes a 10 per cent stamp tax on cosmetics, this tax being in addition to the Federal manufacturers' excise tax. The Ohio tax is a tax on retail sales, and stamps in general are affixed by the retailer.

Illinois now has a Retailers' Occupation Tax which was passed by the legislature and became a law with the Governor's signature on July 1. This tax provides for payment of 2 per cent on all gross sales by any one engaged in the selling of tangible personal property to a purchaser for use or consumption by him. It is somewhat similar in effect to the New York State sales tax. Drastic penalties are provided for violation.

Color Values in Cosmetic Industry

Imperative that Manufacturer Standardize His Shades of Color to Guarantee Public Perfect Uniformity

by Paul I. Smith

THE color of any particular toilet line, powder, cream, perfume, skin lotion, and in fact all beauty preparations, plays a vital part in influencing retail sales. The progressive manufacturer is alive to the importance of color, and he now devotes considerable research to the discovery of suitable and popular shades of color for toilet goods, and also pays particular attention to the retention of standard shades.

At present, color nomenclature in the toilet trade is chaotic, and no genuine attempt has yet been made to standardize color values. Thus rachel or naturelle in one store will differ appreciably in tint from similar powders manufactured by another firm, and purchased from the same source. Real and fancy names, such as, brunette, peach, tan, sunny, rose, ochre, etc., afford only vague indications of the real color, and a peach powder in one town might easily be mistaken for a sunburn in another.

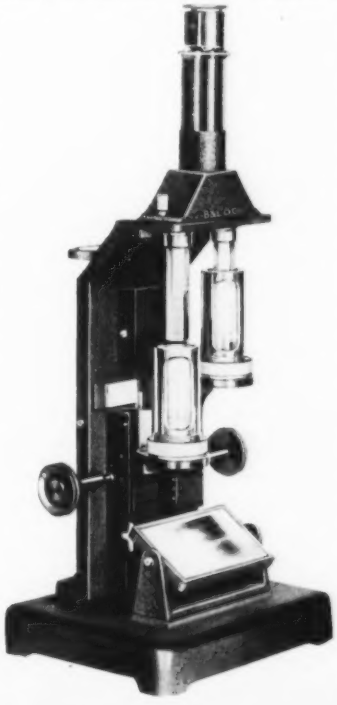
The standardization of color for all toilet lines is an ideal for the Utopian future, but it is imperative that every individual manufacturer should standardize his own goods so that the purchasing public may be guaranteed perfect uniformity of shade, especially in the case of face powders.

The retention of fine shades of color by the human memory is notoriously unreliable, and it is therefore essential that a simple and accurate scientific instrument should be employed for registering true color values, and affording reliable data regarding the color components of a toilet line. The modern tintometer is now available in a form specially suitable for the examination of powders, rouges, cream, perfumes, and all beauty products, and it enables the operator to obtain readings irrespective of the vagaries of daylight. The instrument is not laborious to work or fatiguing to the eyes, and it is a comparatively simple process to split up any color into its true components.

Principles of Modern Tintometer

The modern tintometer employs the subtractive system of colorimetry whereby one starts with white light, and absorbs the light with selective slides or filters of known absorptive power until the desired color is obtained. The essential feature in any form of tintometer is an internally darkened tube with an eyepiece at one end and two apertures of equal area evenly and equally illuminated at the other end. One aperture is intended for viewing the sample to be tested, and light entering the other aperture must be capable of being intercepted by the tintometer slides. In the best adaptable Lovibond Tintometer, the number of slides in the standard model No. 1 is restricted to 60 which represents 20 of each primary color. The measurement of color is limited in the above model to the nearest 1/10 of a unit, but this is sufficiently accurate for most practical work, and it is found that a good working agreement between observers is obtained when working to this degree of accuracy. The relative depths of color are expressed by means of decimal notations, the minimum depths with the standard model being of course 0.1. A number of slides of lower numerical value can be fitted for special purposes.

In the case of perfumes, skin lotions, and all transparent colored liquids, the reading of color value by means of the tintometer is straightforward, and no real difficulty is presented if the instructions supplied with the instrument are closely followed. The examination of opaque materials, like face powders and rouges, does, however, present certain technical difficulties which merit comment. The condition of the powder before examination is of the utmost importance as differences in density and opacity influence the readings. It is necessary to submit all powders to the same degree of compression before examination, and this may very easily be obtained by utilizing some simple pressure device which can be used for all opaque powders. Mr. H. Stanley Redgrove, writing in the May issue of *The Manufacturing Chemist* on the color testing of face powders, gives a useful method of preparing powders for the tintometer; the method is the standard one adopted for tintometer readings, and is recommended by the manufacturers. He wrote:



"As degree of compression has an effect on the appearance of colored

powders, the precaution was taken of weighing out 3 grams of each sample, placing this amount on a white porcelain tray bordered with a wood compressing frame, and supplying sufficient pressure to compel the glass presser to touch the wood. The powder in tray was then illuminated from a strong source of artificial light. As, however, the tintometer scales or slides are constructed for use with diffused daylight, the light was passed through a suitable blue screen to effect the necessary correction. The powder was then observed in juxta-position to a white surface of corresponding area, slides being introduced into the path of the light coming from the latter, until it appeared identical in color with the former."

Insuring Standard Color Values

It is imperative that all stages of the preparation and examination of the representative specimens should be standardized, so that no possible error can result from irregularities in procedure. In order to insure true uniformity of colored powders manufactured on a large scale, it is necessary to take the following factors into account:

I. The bases, such as, rice, starch, heavy precipitated chalk, kieselguhr, magnesium carbonate, zinc oxide, etc., should as far as possible be purchased from the same source, and their purity and physical condition maintained over long periods of delivery.

II. Dyes like eosin, rhodamines, auramines, tartrazines, chrysoidines, etc., should be carefully selected and tested with the tintometer before use. Only those dyes which show identical color values with previously tested samples should be used in the manufacture of high grade cosmetics. The same argument applies with equal force to the lakes and pigments used for coloring purposes.

III. All perfumes employed require just as careful standardizing as dyestuffs. If the raw materials composing a bouquet are slightly discolored, then the scented powder will lose a certain degree of freshness and cleanness. It is necessary to remember that some essential oils develop a slight color on long storage, and this factor should be taken into account when using such oils. Merchants who supply the plant with essential oils, flower absolutes, resins, etc., should be notified that color values are taken into account when testing samples, and that true uniformity of color is of the utmost importance.

Color Testing of Opaque Creams

With regard to the color testing of face creams, these are poured, or if too thick for pouring, spread with a spatula in one of the white porcelain trays usually provided with the tintometer outfit. If the cream is sufficiently volatile to pour, it will present, of course, a smooth surface, but if it is a thick paste, care must be taken to get a flat, smooth surface with a spatula. Probably the best method is to fill a tray over the top and to cut off the surface with a sharp knife or the edge of a spatula.

In cases where the sample under test is not of such a nature that it will remain in the tray in the usual position, then it is possible to turn over the tintometer so that the viewing tube seen in a vertical position for usual tests now assumes the horizontal.

The creams to be tested are examined in exactly the same way as powders.

Analyzing Lack of Color Uniformity

To make the fullest possible use of the tintometer, all results should be recorded graphically so that it is possible at any time to see how a particular product is keeping to standard. A falling off in color should be carefully analyzed, and the cause of the trouble located at once. It will generally be found that one of the following causes is responsible for the difference in color revealed by tintometer reading:

I. Use of inferior materials, or materials which are discolored.

II. Unsuitable storage methods, or possible contamination.

III. Faulty manufacturing processes.

IV. Unsuitable packing or containers.

Turtle Oil in Seychelles Islands

Turtile oil is produced at Aldabra Island in the Seychelles Islands. One firm reports that it can produce about five tons per year, the quantity, however, depending upon the number of turtles killed for preparing calipee. At present the killing of turtles has been reduced, because of the decline of the European market for calipee. In the Seychelles Islands turtle oil is prepared in a rather primitive way, the fat being boiled down in an open pot and the oil extracted. The use of a steam jacketed pan, a more efficient method, has not been adopted because the price obtained for turtle oil has been so low as not to justify the expense of such an improvement. (*Consul Leo J. Callanan, Nairobi*)

Conditions in Brazilian Industry

Sales of drugs, pharmaceutical specialties, and toilet preparations in Brazil have continued in recent months at a satisfactory level, although there was a slight decline noticeable in import orders, which can be attributed to ample stocks. (*Commercial Attaché Carlton Jackson, Rio de Janeiro.*)

Polish Toilet Preparations Industry Expands

A total of 250,000 kilos of cosmetics was manufactured in Poland in 1932 compared with 150,000 kilos in 1931. The production of pharmaceuticals amounted to 350,000 kilos in contrast to 150,000 kilos in 1931, that of toilet soap was 2,200,000 kilos as against 2,000,000 kilos. Production of toilet waters and other similar products based on alcohol remained at the 1931 level, approximating 500,000 kilos. Exports of cosmetics increased about 100 per cent as compared with 1931. (*Consul C. W. Perkins, Jr., Warsaw.*)

Cosmetic Sales in New Brunswick

Federal taxes of 10 per cent on cosmetics and 5 per cent on toilet soaps, imposed since April 1, 1933, do not seem to have affected the demand for such articles in New Brunswick, Canada. There has been no appreciable diminution of sales, although the taxes have been passed on in all cases to the consumer. The demand for American talcums, soaps, rouges, lipsticks and manicuring preparations is especially good. Prices are, in general, notably higher than in the United States. (*Vice-Consul Frederick C. Johnson, Fredericton.*)

Cetyl Alcohol Valuable in Creams

Growing Use of the Product in Various Types of Cosmetics Based on Unusual Properties

by Maison G. de Navarre

CETYL alcohol, $C_{16}H_{33}OH$ is a tasteless, odorless, waxy, scaly powder melting over a range of from 30°C. to nearly 50°C. It may be obtained from spermaceti, several methods being employed for extracting it. In this raw material it is found in combination with palmitic acid as cetyl palmitate. It is more often derived commercially from hydrogenated vegetable oils, principally coconut oil. Its chemical properties are similar to those of the higher aliphatic alcohols, and a number of its derivatives are of interest in the manufacture of cosmetics. One of these, so-called cetyl sulfonate, is a fine powder soluble in warm water and producing an excellent lather. It is analogous to the oleyl stearyl and lauryl esters of sulfonetic acid.

It is claimed that cetyl alcohol makes the skin smooth and slippery. More recent knowledge shows that it also produces a peculiar soft, velvety feeling, and it is in these properties that the manufacturer of cosmetics is necessarily interested.

Since the early experiments were conducted, many patents for the manufacture of cetyl alcohol have been taken out here and abroad.

Use

Cetyl alcohol has been used in skin therapy for some time with good results. It is claimed by those who have conducted clinical tests and have used it as well in actual practice that cetyl alcohol as such, or in solution with volatile solvents or fixed oils, is valuable for chapped skin, eczematous skin, prurigo, alopecia and other similar skin troubles. In other experiments the dusting powder for the same conditions has been compounded by dissolving the cetyl alcohol in a volatile solvent and spraying on boric acid and talc mixtures with subsequent drying.

Another method is to mix the cetyl alcohol directly with boric acid or talc or both, and grind the mixture into a very fine powder. The powder may be perfumed with any of the usual oils suitable for this purpose.

As early as 1899 a noted German authority claimed that cetyl alcohol was absorbed by the skin and that he had obtained excellent results in varying skin abnormalities by using combinations similar to those mentioned above. Another combination with supposedly therapeutic properties is a mixture of equal parts of decyl alcohol and cetyl alcohol either alone or in a solvent. This mixture, however, is not recommended for use in cosmetics and toilet preparations inasmuch as the disagreeable odor of decyl alcohol is extremely difficult to mask.

Processes of Compounding

When cetyl alcohol is combined with other ingredients without a solvent, it is usually melted with the other ingredients. Favorable results are likewise obtained with cetyl alcohol when it is used along with one or more of the following: sperm oil, lanolin, various fixed oils of vegetable origin, mineral oil or beeswax. Up to 600 per cent of water can be absorbed by certain mixtures of these ingredients. Many good combinations are shown in table No. 1.

Cetyl alcohol may likewise be added as an ingredient to many creams, such as vanishing cream, cold cream or skin cream. For this purpose from 3 per cent to 5 per cent is usually sufficient to produce a cream possessing the necessary properties. Cetyl alcohol is also a useful adjunct for superfatting soaps. Its esters, such as cetyl palmitate, may also be employed for this purpose. Mixtures of beeswax, spermaceti, sperm oil and lanolin may be employed to good advantage. Care should be taken in the use of lanolin not to use too much since it will make the soap soft.

Cetyl alcohol, sperm oil, spermaceti and oxycholesterin base make a very satisfactory skin cream when combined with water and other fixed oils. In the manufacture of these products the materials should first be mixed in a pony mixer with subsequent passing through a milling machine. This seems to be a double procedure, but there is an excellent reason for it. The particular combination of ingredients described requires a more intimate relationship of the liquids with the fat than is customary in the usual emulsions. This intimate mixture can best be achieved by this process. The pony mixer gives the primary emulsion, so to speak, and the milling completes the process. Milled creams are rapidly increasing in popularity and, in addition, stand up better over long periods of time.

Use of Colloid Mills

The usual types of colloid mills run the oxycholesterin and cetyl alcohol type of emulsion too rapidly, with the result that the mixture is incomplete. When the resulting cream is not so thick it may be run through again to increase the dispersion, and this may be done as many times as is required.

A careful study of the literature together with a series of private research experiments would seem to demonstrate that preparations of cetyl alcohol, to be therapeutically active, must be either in the form of an anhydrous ointment or of a dusting powder. It is difficult to explain why these products possess their supposedly distinctive properties. One theory is that the

compatibility of these with the skin accounts for the therapeutic effects. In some of the writer's experiments which are to some extent duplications of previously completed researches, cases of psoriasis and similar disfigurements were materially helped by application of this sort. Unfortunately, this series of experiments was not extensive enough to warrant a definite conclusion, but the writer feels that it was significant and that with additional research much of definite value might be developed.

Another type of preparation which may be benefited by the inclusion of cetyl alcohol in its formula is the dandruff eliminator. Experiments show that about 5 per cent of cetyl alcohol in some antiseptic volatile solvent, along with lecithin and cholesterol, is excellent for this purpose, but whether the cetyl alcohol or the other ingredients are the most active agents is yet to be determined.

Cetyl alcohol has been found to be of value in the manufacture of foundation creams, lipsticks, skin foods, shaving creams, and other preparations. It seems to produce the characteristic pleasant sensation to the skin when included in these preparations.

Compounds of Cetyl Alcohol

Some of the compounds of cetyl alcohol are also of value in cosmetics. Cetyl palmitate which has been mentioned several times in this article, is the principal constituent of spermaceti. It melts between 42 and 50°C. according to purity, and has many of the physical properties of the alcohol itself. It may be used as a constituent in cold creams and "nourishing" creams, its principal use being to harden the creams.

Another interesting compound is the so-called cetyl sulfonate. The oil in this instance is treated with sulfuric acid and the result is a new acid ester which is water soluble. Its salts with the alkaline earth metals are also water soluble, and hence cetyl sulfonate acid ester finds application in powdered shampoo preparations. In such preparations it is perfectly compatible with peroxides and vegetable tints particularly used in coloring hair. Further research may develop very interesting uses in this direction.

The oxidation of cetyl alcohol produces palmitic acid, although the natural product may be produced much more cheaply. The esterfication of this acid with polyhydric alcohol gives many new synthetic waxes which are now available on the market. Many of these waxes are self-emulsifying with water and find application in cosmetics and polishes and as wetting agents in the textile industry.

Suggestions

The cost of chemically pure cetyl alcohol is rather high but a reasonably good grade of the technical product melting from about 40 to 47°C. can be used in the manufacture of cosmetics. The melting point will vary according to the degree of purity as well as the odor. Satisfactory grades of these products can be obtained at very moderate cost. The same directions and precautions which have been mentioned in other articles on the manufacture of skin creams should be followed in the manufacture of cetyl alcohol preparations. It is advisable that the creams be melted for otherwise unsatisfactory products may result.

Those who desire to use cetyl alcohol in the manufacture of therapeutically active ointments should consult a physician who is capable of advising on such matters. The proportions recommended in table No. 1 are not absolute and are not intended as formulas for finished creams. Rather are they indicative of the type and variety of ingredients which may be used. This table represents the knowledge available after the relatively small amount of work thus far done on cetyl alcohol. Experiments conducted along the lines suggested will undoubtedly result in the development of excellent combinations for the various purposes intended.

TABLE I

	No. 1	*No. 2*	*No. 3*	*No. 4*	*No. 5*
Cetyl alcohol	3	15	4	5	0
Petrolatum	10	25	0	0	0
Lanolin	18	5	0	5	0
Mineral oil	13	30	45	20	50
Sperm oil	5	0	0	0	0
Beeswax	0	0	0	5	0
Water	35	25	26	40	25
Oxycholesterin base	16	0	25	25	0
No. 1	0	0	0	0	25

Wisconsin Taxes Chain Stores

A chain store tax bill imposing the tax on a graduated scale basis beginning with six-twentieths of one per cent on the gross income of $100 or less and ending with a tax of thirteen-twentieths of one per cent on all gross income in excess of $5,000,000, applying to all stores in excess of one, has been signed by Gov. A. G. Schmedeman of Wisconsin and became a law July 28.

In addition to the tax on gross business, the law imposes a license fee on all stores, including drug and toilet article stores. All stores in excess of one and not to exceed five pay a tax of $10, those from six to ten pay $25, from eleven to twenty pay $50, and those in excess of twenty pay a $100 license fee.

The measure is expected to raise about $350,000 this year and a similar amount in 1934 and 1935, but under normal business conditions it will, it is stated, bring in from $500,000 to $1,000,000 a year.

Council Members of Drug Institute

A partial list of council members has been announced by Drug Institute of America. The council, when completed, will consist of two hundred members. Those already selected include the following who are associated with our industry: R. D. Keim, E. R. Squibb & Sons; Harlow P. Roberts, The Pepsodent Co.; H. C. Richardson, The Vick Chemical Co.; William E. Levis, Owens-Illinois Glass Co.; J. R. Jackson, W. T. Rawleigh Co.; Henry P. Bristol, Bristol-Myers Co.; Theodore Strong, Strong, Cobb & Co.; S. B. Penick, S. B. Penick Co.; P. C. Magnus, Magnus, Mabee & Reynard, Inc.; F. A. Blair, The Centaur Co.; Ellery W. Mann, Zonite Sales Corp.; J. F. Scanlan, Coty, Inc.; A. H. Diebold, Drug, Inc.; Wm. G. Mennen, The Mennen Co.; Glenn Haskell, U. S. Industrial Alcohol Co.; and L. K. Liggett, United Drug Co.

Codes Making Rapid Progress

(*Continued from Page 279*)

sociation, have drafted a code which will be filed in the near future.

Soap Industry

The code for the soap industry has been completed and was approved at a general meeting held in Chicago August 15 at which a general association embracing all members of the soap industry was projected. This organization is to function as the administrative body for the proposed code. It continues under the name, Association of American Soap and Glycerine Producers with R. R. Deupree of Proctor & Gamble Co., president and R. C. Edlund, general manager. The executive committee has been enlarged to include all branches of the industry.

Flavoring Extracts

Flavoring Extract Manufacturers Association has completed and approved its code, which has been filed. The code sets up forty hours per week as the maximum hours of employment, and as minimum wages prescribes 30c per hour for women, 30c per hour for boys between the ages of 16 and 18, and 40c per hour for men. Rules regarding factory conditions and fair competition are also included. Important provisions in the fair competition section prohibit sale of merchandise below the actual cost, prohibit false advertising, the sale of adulterated and misbranded merchandise, and any guarantee against decline in the price of floor stock which has been delivered and accepted by the purchaser, as well as against decline clauses in yearly contracts.

Raw Materials

Considerable progress has been made toward drafting a code for the essential oil industry. This work is being handled by a special committee of the Essential Oil Dealers Association. The code is expected to be completed and filed in the near future.

Manufacturers of synthetics have filed a code supplementary to that of the revived Chemical Alliance, which has presented the basic code calling for a general forty hour week with certain exceptions for emergencies, and minimum wages for all employees of 40c per hour, except apprentices whose pay shall not be less than 80% less than minimum pay, and service employees, such as watchmen, gatemen, etc., whose pay shall be 5c less per hour than the minimum wage.

The code of unfair competition filed for the synthetic aromatic chemical industry prohibits the making of concealed allowances and rebates, etc., provides for equal terms for delivery of goods to all purchasers, prohibits guarantee against decline of prices, or the payment of rebates, funds, or unearned discount, or of gratuities, gifts or other payments to employees of customers. This code sets up the Synthetic Organic Chemical Manufacturers Association as administrator of its provisions.

Refiners of wax and similar products have formed an organization to handle code problems in this branch. An account of the organization meeting appears on page 298 of this issue.

Distributors

Several codes have been filed on behalf of groups of barbers and beauty shop owners, the average working week being fixed at 48 hours, with wages left for future determination.

A wholesale drug code has been filed, setting up 45 hours a week and wages ranging from $12.00 to $14.00 per week, depending on location of the plant.

Supplies

Paper box manufacturers have filed a code providing for forty hour week, and minimum wage of 40c per hour, except for "least skilled workers", which shall be 32½c per hour, except in the Southern division, where it shall be 30c per hour.

The glass bottle industry at meetings held in Buffalo, N. Y., outlined a code to cover operations in that field, while makers of machinery will present a code adopted after several meetings of this group.

Drug Institute

Efforts of the Drug Institute of America to file a blanket code devoted principally to provisions for increasing prices in the retail drug store, and to which codes of other divisions of the drug industry were to be supplementary, were thwarted after numerous conferences with the members of the N. R. A. It is stated quite definitely that vertical codes covering industries from raw materials to consumers were not desired by the Administration, and that each separate branch of an industry should file its own code. There has been considerable criticism of Drug Institute's activities on the ground that it has materially delayed filing of codes by the various branches and the securing of permission for suitable and satisfactory hours of work and wages in the several branches of the drug trade. Some divisions of the industry believe that their codes would undoubtedly have been accepted and approved before this had it not been for the dilatory tactics of the Institute.

Psychologists Investigate Soap Purchaser

Soap and psychology may not seem very closely related, but actually there is a definite link between them, according to the British National Institute of Industrial Psychology.

The investigators report that the observant soap salesman can tell more or less by looking at his customer what the individual soap demands will be. Women, for instance, have entirely different ideas from men when they set out to buy a cake of soap.

Although each sex has definite and different ideas upon the soap question, women are in an overwhelming majority when it comes to knowing what the other side do.

The investigators state that with the great majority of women the first consideration is whether the soap is good for the complexion. Good lather and pleasant perfumes are the next points. Purity as such came well down on the feminine list of essential qualities.

Men have an entirely different attitude. Purity first, closely followed by antiseptic qualities are what they seek, and, having found these, they ask no more from the soap which they use. About shaving soap, however, they are inclined to be particular concerning its lathering qualities as well.

What About Smuggled Perfume?

by Howard C. Allen

AN OLD, old evil appears again with renewed strength in the so-called smugglers of perfumery. After intensive checking and rechecking, the writer has found that the old game is gaining by leaps and bounds. Today the game is played differently in the following cities, but evidently run by the same group of operatives: New York, Philadelphia, Boston, Baltimore and Washington.

The writer, in approaching some of the victims of these bootleg operatives in various places, has come upon some very amusing and pathetic stories. In New York it was found that the contact men were disguised as sailors of the merchant marine, yet their uniforms failed to bear an insignia of any line. In other cities they have various other styles of disguise. In Washington, the runners operate for a period of three days, then return to New York or Philadelphia.

Washington and New York are the best markets for these operatives inasmuch as the public in these two cities are most interested in such "wonderful bargains" as they offer.

Lists of names and addresses are prepared in advance by some one using the telephone directory as a means of securing the victims. As most calls are made in the evening about dinner time, the contact man seldom has to or does make a return visit. The person to be interviewed is asked for by name and a reference is made to some other party as the one who said the victim was interested in imported perfumes.

The salesman's story is very brief and tends to deflect any suspicion one may have at first hand. Usually the story opens as to their ability to bring in perfumes without paying duty because ship employes are not subject to inspection by the Customs officials. This point generally helps to assure the sale to the prospect.

The operative, at all times, carries a *genuine bottle of imported perfume* as a sample of his product. This is shown, and the new customer is given an opportunity to examine it closely. After this, it is suggested that the customer make his purchase of at least two bottles, as this is a great buy and it will be some time before they return to the city.

There is rarely an instance that a sale is made by one of the so-called smugglers that is not for two bottles. In most cases the prices range from $5 a bottle, with an occasional sale at $2. The last price is unusual and is done as a "special favor." This special favor is usually given when the operative is advised of an interested friend that most likely will buy. The customer is asked to call this party and tell him about it, and he goes on.

Now the package purchased is very similar to the original sample, but the purchased product is nothing more than a very cheap domestic perfume, diluted, or some toilet water. These products would not do justice to any perfumer.

All the victims do not suffer the same, as the last purchaser usually gets the sample which is sold at a reduction in price so he feels that he has struck a bargain and advertises his luck. In a short time another operator approaches the last purchaser and he takes another chance, this time to be "stung."

Today, because of the demands for bargains and bunk in perfumery of foreign manufacture, these swindlers are doing a heavy business. Yet the writer has never had the opportunity of meeting up with one of the operatives, although this business is very prevalent in Washington.

With such a condition as this existing and still increasing in untold proportions, it is my feeling that this illegal business is making a serious inroad on the perfumer and importer. This may soon have a tendency to cheapen or ruin the market for higher priced perfumes.

Today, all prices have been radically changed, but no one is looking for $50 worth of perfumes at $5, which is absurd. But this fraud, racket or bootleg industry goes on because American women are always looking for bargains in imported perfumes. It thrives because the victims will not warn their friends or report the imposter in time for apprehension. For the most part, the discovery is not made until the time to use the perfumery, and it turns out to be colored water.

This is growing daily. How can we stop it? How can the public be warned?

Wax Refiners Form Association

Bleachers and refiners of beeswax assembled in the Hotel Vanderbilt August 16 to organize the American Beeswax Bleachers & Refiners Association. Officers elected were R. J. Mayer, Theodor Leonhard Wax Co., president; Howard C. Will, Will & Baumer Candle Co., vice-president; and Jesse F. Bromund, E. A. Bromund Co., secretary and treasurer. The officers will act as directors.

The code, which is now in process of completion, will provide for a maximum 40 hour week, and the minimum wage will be 40c per hour for males, and 30c per hour for females. Engineers, watchmen and pensioners will be exempted.

Companies represented at the meeting were Smith & Nichols, Inc., Will & Baumer Candle Co., Mack Miller Candle Co., Webster Wax & Oil Co., Harrison Refining Co., Theodor Leonhard Wax Co., Koster Keunen, E. A. Bromund Co., Strahl & Pitsch, and Muench Kreutzer Candle Co.

Cholesterin Salves and Bases

F. Fischer (*Pharm. Zentralhalle*, 74,221, 1933 through *C.A.* 27, 3032) discusses a variety of salves and bases made with oxycholestrin and cholesterol, of the water in oil type of emulsion. The author claims penetrating power and anti-bacterial action of a high degree for these preparations.

Testing Balsam of Peru

Otto and Otto (*Suddeutsche Apoth. Ztg.* 73,217, 1933 through *C.A.* 27, 3033) direct attention to the time element in testing Balsam of Peru for Gerjun balsam according to the specifications of D. A. B. VI. "After the addition of 2 drops of H_2SO_4 no *immediate* violet color should result."

TRADE NOTES

Matchabelli Back From Europe

Prince Georges Matchabelli, head of Prince Matchabelli Perfumery, Inc., New York, returned to these shores July 31 on the *Minnewaska* after a stay of several weeks in Europe. He reported a successful trip from both the standpoint of business and pleasure. He presided over a meeting of stockholders of the French branch of his company late in June, and found that business in good shape. Also, while in Paris, he renewed the lease for his retail shop which is said to be one of the most handsomely equipped in the city.

After clearing up his business requirements, Prince Matchabelli enjoyed a brief vacation at several of the French resorts and then visited Grasse where he talked with principals of several perfume material houses. These men were of the opinion, he said, that prices of flower oils will be increased shortly.

Soap Maker to Build Warehouse

Scholler Brothers, Inc., Philadelphia, manufacturer of soaps and finishing commodities, has contracted for the construction of a new warehouse in that city to fulfill the increased demand for its products. The new plant will occupy an entire block bounded by Westmoreland, Collins and Willard streets and Trenton avenue on the Philadelphia and Trenton branch of the Pennsylvania Railroad. The building will have 57,000 square feet of floor space and facilities for storage of 250,000 gallons of liquid products. It is said that the present manufacturing capacity of the firm's plant will be increased 100 per cent.

Miss Sage Sails for Europe

Miss Peggy Sage, of Peggy Sage, Inc., New York, sailed on the *Paris* August 11 for a visit of five or six weeks in Europe. She will visit the fashion openings at the leading establishments in Paris where she will study the latest trends in apparel to determine whether her nail preparations blend with the new styles. Miss Sage will also visit her accounts in London, and plans to take a brief vacation at one of the resorts on the Continent before returning here.

Thomssen Visits Branch Plants

Dr. E. G. Thomssen, chief chemist for the J. R. Watkins Co., Winona, Minn., has just returned from a brief visit to the Memphis plant of his company. He will proceed immediately to the Winnepeg plant, and then will go West to spend the Labor Day holiday at Banff and Lake Louise.

Martens Advanced by J & J

William Martens, who has been connected with Johnson & Johnson, New Brunswick, N. J., for several years, has been placed in charge of the Modess division, succeeding J. H. van Horsen, now with Dorothy Gray.

Keho Joins Lesquendieu, Inc.

Joseph Keho, a prominent figure in the toilet goods industry for many years, has been appointed general manager of Lesquendieu, Inc., New York, manufacturer of "Tussy" preparations. He was previously connected with Helena Rubinstein, Inc., New York, for several years, first as Western sales manager and more recently as general sales manager.

JOSEPH KEHO

Mr. Keho comes to his new office with a thorough knowledge of the cosmetic business gained through more than 25 years association with it. Since his graduation from the University of Wisconsin in 1907 he has been connected with the toilet preparations industry in various capacities, including several years of service on the staffs of Harriet Hubbard Ayer, Inc., and Woodworth, Inc. He looks to the future with confidence, but believes it will take real honest-to-goodness work to lift business out of the depression. And he has lost little time in putting this axiom into practice in his new job.

Parfums Marly Reorganizing Business

A complete reorganization of its sales policy is planned by Les Parfums Marly, Inc., New York. The company has engaged the services of Matthiessen & Co., sales and management consultants, and expects to announce next month the new policy which is being worked out.

Peterson Advanced by P. & G.

Proctor & Gamble Distributing Co. has appointed V. C. Peterson Northwest district manager. Mr. Peterson has been with the company as a salesman since early in 1929, and recently has been superviser in the Seattle district.

McCormick Employees Get Increase

One hundred and fifty employees of McCormick & Co., Inc., manufacturer of "Banquet" teas, "Bee Brand" spices, extracts and insecticides and McCormick's mayonnaise, have had their salaries increased approximately 25 per cent. This decision was reached after a conference with Charles P. McCormick, president, George M. Armour, vice-president, and William L. Bean, secretary-treasurer, and is in keeping with the expansion program based upon anticipated increased business that the company has been planning for the past six months.

This increase, at this time, affects factory employees, and only those now working for less than the minimum wage which has been accepted by the stabilization board for the textile and other industries. It is only a temporary arrangement pending the adoption of the codes of the American Spice Trade Association, the Flavoring Extract Manufacturers Association, the Mayonnaise Institute and the Tea Association, under which the work week, minimum and maximum wage scale of this organization will be subject. The majority of the employees will not be affected by this change because their salaries have always been higher, and far in excess of the stipulated minimum scale.

Organized to Make Hair Restorative

Gardner Gary-Card Sales Corp. has been organized to manufacture a hair restorative and other products. The company will open a plant in Rockymount, Va., and will maintain a sales office in Roanoke under the direction of R. R. Wise, president of the company. The firm is capitalized at $50,000.

Squibb Renews Mellon Fellowship

The research fellowship maintained at the Mellon Institute, Pittsburgh, by E. R. Squibb & Sons, New York, since 1922 has been renewed for another year to July 1, 1934. The work carried on has been concerned principally with the development of new medicinal preparations.

Chanel to Maintain Prices

Chanel, Inc., New York, will maintain its prices at their present levels despite the fact that the reduction in the foreign value of the dollar has increased the cost of imported French merchandise, according to a letter mailed to its customers recently.

"In spite of the fact that French merchandise lands 20 per cent higher and that an advance in our line is imperative," the letter states, "we have decided to retain the present prices of our merchandise—first, in the hope of stimulating our business, and second, to avoid the inconvenience which may be caused our customers in having to remark their goods and to readjust their ideas."

Indian Soap Institute Has Better Year

The Kerala Soap Institute has been appointed soapmaker to Lord Willingdon, Viceroy of India. Despite the general depression there was an increase in the firm's toilet soap sales of 18,145 rupees in 1931-32 over 1930-31. The result of the year's working was a net profit of 12,436 rupees, there having been a loss in the two previous years.

During the year 16 students were trained in soapmaking, some of whom have since started soap factories of their own.

Cowling a New York Visitor

Donald S. Cowling, sales manager for Lucien Lelong, Inc., Chicago and New York, paid a brief visit to the East early this month. Mr. Cowling has been located on the Pacific Coast with headquarters in Los Angeles for more than a year, and returned there after visits to the Chicago and New York offices. He reports that demand for Lelong products, particularly the new cologne, is excellent and that sales in July were three times as great as those in July last year. Plans for enlarging the New York headquarters are being made.

Lelong Displays at Fair

Lucien Lelong, Inc., Chicago and New York, displays its products in two very striking windows at the "Century of Progress" Exposition in Chicago. One is located in the Hall of Science, facing on the main thoroughfare and the other in another prominent location in the grounds. The one at the Hall of Science is in motion, the little elves busying themselves among the flowers in very lifelike fashion. In the other window, a complete line of Lelong products is attractively displayed. Don S. Cowling, sales manager, advises us that sales at the Exposition have been very pleasing and that the displays have attracted much attention and favorable comment.

Currys on Visit to California

John H. Curry, sales manager of Ogilvie Sisters, New York, and Mrs. Curry (Anne Ogilvie) left New York August 11 for their annual visit to California. The trip will be for combined business and pleasure, and will cover a period of three weeks. En route West, they will stop over in Chicago for a day to visit the "Century of Progress" Exposition, and then continue to San Francisco where they will visit Mr. Curry's mother. The return trip will be made over a northern route, and the Currys will stop off at Portland, Ore. and Seattle, Wash., to contact Ogilvie accounts.

Premier Moves to Trenton

Premier Laboratories, Inc., formerly located at Linden, N. J., has advised us that its factory has been moved into larger quarters at 26 East Front street, Trenton, with offices located in the same building. H. W. Singer has been elected president of the company and will be in charge of sales activities. F. W. Bierig, for the last five years connected with Merck & Co., has been made vice-president, and will have charge of production.

Redwood Chemical Expands Operations

Redwood Chemical Co., Eureka, Calif., manufacturer of "Redwood" perfumery, has elected G. W. Thompson president, and S. H. Thompson secretary and treasurer. Redwood-Zone Inhalent Co., of which B. F. McMurry is president, has been appointed territorial distributers for southern California. Agents and distributors have also been appointed, resident at Seattle and San Francisco. Plans are now being made to enlarge the plant to more than double its present size.

Boalt a New York Visitor

Ralph G. Boalt, vice-president of the J. W. Watkins Co., Winano, Minn., was a recent visitor to New York and to the Eastern plant of the company at Newark, N. J. His wife, Mary King Boalt, and her brother, Ernest L. King, Jr., sailed on the *Europa* August 8. Mrs. Boalt will be gone about six weeks, while Mr. King will spend a little more time on the Continent and in England.

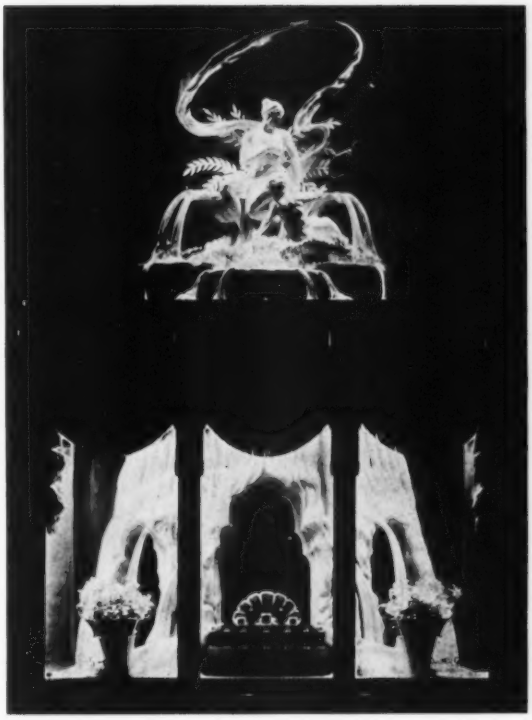
Their father is E. L. King, president of the company.

Radex to Have New Plant

V. W. Greer, president of the Radex Soap Manufacturing Co., Tacoma, Wash., plans establishment at an early date of a new soap and cosmetic factory at Puyallup, Wash., a near-by city in the center of a rich berrying district. The Puyallup Chamber of Commerce has been asked to assist in the establishment of the new plant under the best auspices.

Augustine & Stokes Appoints Olsen

E. E. Olsen, formerly Pacific Coast manager for Procter & Gamble Co., Cincinnati, has been appointed director of sales for the soap division of Augustine & Stokes, recently formed with offices in the Exchange building, Seattle, Wash.



Dorothy Gray's Striking Window

One of the most unusual and striking window displays we have seen is that at the Dorothy Gray salon on Fifth avenue, New York, a picture of which is shown above. The display covers the windows on two separate floors of the building, and it is said that this is the first time a consecutive design has been worked out in that fashion. The entire design is inspired by the Dorothy Gray trade mark—a Wedgwood type medallion of Cupid and Psyche. The background has been worked out to resemble a huge Wedgwood porcelain. All sorts of materials—in wood and metal and fabric—were employed to build up the background, and the work in making these simulate real porcelain was cleverly executed. The graceful central figure was evolved by an Italian sculptor. The window is the first designed by Lee Simonson, noted designer of stage settings.

Rubinstein Representative at Fair

Miss Nadine Conkling is representing Helena Rubinstein, Inc., New York, at the "Century of Progress" Exposition in Chicago, and speaks twice daily on modern beauty care. Miss Conkling's talks are given at the Fashion Center in the smart casino on the fair grounds as part of the "consultation clinic." The other half deals with problems of dressing.

Farrell Joins Parfums Molyneux

J. J. Farrell, formerly with the Northam Warren Corp., New York, has joined Parfums Molyneux, Inc., that city. He will represent the company in the Eastern states.

Death of Mrs. Michael J. O'Neill

We record with deep regret the death of Mrs. Michael J. O'Neill, daughter of E. M. Fougera, chief chemist for Hyman & Hyman, manufacturers of toilet preparations, New York. Mrs. O'Neill was travelling by automobile on a vacation trip with her husband when they met with an accident near Buffalo, N. Y., which resulted in her untimely death. Funeral services were held from the Church of the Transfiguration, New York City, August 15.

Death of C. C. Kingelhoffer

Charles C. Kingelhoffer, president of C. B. Seeley & Sons, New York, manufacturers of carbonated beverages, died August 11 at his home in New York after a long illness. Mr. Kingelhoffer, who was sixty-three years old, was a native of New York. He was one of the founder-members and leading bowlers of the New York Athletic Club, and a graduate of Pratt Institute.

Death of J. L. Matthieu

J. Lafayette Matthieu, well known to the drug and allied trades, died August 6 in Detroit where he had made his home for the past fifteen years. Death, which was sudden, was due to a heart attack.

Mr. Matthieu was born on July 8, 1881, in Waterville, Me. He took his professional degree at the Massachusetts College of Pharmacy, and then became associated with the Riker-Janes Co., large Eastern drug store chain operating in Boston, as purchasing agent.

In 1916, he came to Detroit, as purchasing agent of Frederick Stearns & Co., manufacturers, and remained in this position until four years ago, when he retired to go into business for himself. He acted as manufacturer's representative for the Bond Manufacturing Corp., Baltimore, Md., and Furlager Mfg. Co., New York in the Detroit territory, and established a large business that gave him wide acquaintance among the trade in the field.

THE LATE
J. L. MATTHIEU

The business will be carried on by his two sons, Delmar L. Matthieu and Cay Matthieu, who have been associated with their father in business for the past year. In addition to the two sons, he leaves his widow, Mrs. Lydia Matthieu, and his mother, Mrs. Carolyn Matthieu.

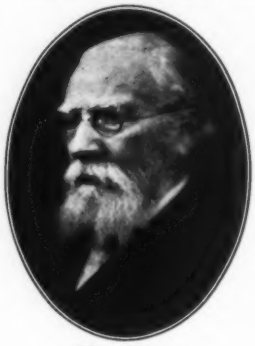
Mr. Matthieu was a member of the Detroit Yacht Club and of the Elks. He was active in trade associations and was formerly an officer in various bodies. He was formerly a member of the Drug Clerks of Detroit, and also of the Purchasing Agents Association. In his avocations, Mr. Matthieu was an amateur magician, able to give private performances, and a member of the International Brotherhood of Magicians.

Burial was in Grand Lawn Cemetery in Redford, near Detroit.

Death of Israel Rokeach

Israel Rokeach, founder and president of I. Rokeach & Sons, Inc., Brooklyn, manufacturer of kosher soap, died August 11 in Brooklyn Jewish Hospital after an illness of several weeks. He was ninety-two years old.

Born in Wilkowisch, Lithuania, in 1841, Mr. Rokeach came to this country 43 years ago and opened a small plant in a cellar on the lower East side of New York for the manufacture of kosher soap. His business grew rapidly with successive changes in location, and in 1929 the firm moved into a $1,000,000 plant at 240 Wythe avenue, Brooklyn.



THE LATE
ISRAEL ROKEACH

Mr. Rokeach was a supporter of several philanthropies, and during the later years of his life devoted more time to these activities. He was a large contributor to the Jewish National Fund for the upbuilding of Palestine, the Brooklyn Federation of Jewish Charities and Yeshiva College. Near Jerusalem three communities, Gvas Rokeyach, Quar Marmareck and Mokor Chaim, the first being named after Mr. Rokeach, have been built by the Palestine fund. Beth Moses Hospital in Brooklyn was founded with his aid.

He leaves two sons and three daughters, Dr. Aaron Rokeach, Dr. Louis Rokeach, Mrs. Selma Kamaiky, Mrs. Luba Gamson and Dr. Fanny Rokeach. Another son, Levi Rokeach, died suddenly on May 3. Mrs. Rokeach died a number of years ago.

Funeral services were held August 13 in the synagogue of Congregation Chovevei Torah, Brooklyn, of which he was a member. Temporary burial took place in Mount Lebanon Cemetery, Brooklyn, and permanent burial will be in Palestine.

Death of Byrd Walker

Byrd Walker, retired president of the White Tar Co., New York, died July 25 at his home in Newark, N. J., after a long illness. He was in his sixty-fourth year. Born in Marshall, Va., Mr. Walker came to New York at the age of 17 where he was associated with the chemical industry for many years. In 1910 he resigned from Klipstein & Co. and purchased the White Tar Co. He was a member of the Upper Montclair, Newark Athletic, Forest Hill, and New York Drug and Chemical clubs. He leaves his widow, a daughter, Miss Elizabeth Walker, and a sister, Mrs. W. H. Joyce, of Fairview, Fla.

Death of James Callahan

James Callahan, manager of the Philadelphia plant of the Vick Chemical Co., died August 8. He had suffered what was thought to be a slight injury while on vacation in North Carolina a month previous, but later pleurisy and pneumonia set in causing his death. He was forty-two years old. He leaves his widow, a daughter, his parents, three brothers and two sisters.

Rossville Alcohol Transfer Completed

Announcement has been made by H. I. Peffer, chairman of the board of Rossville Alcohol & Chemical Corp., that the transaction through which Commercial Solvents Corp. acquired the industrial alcohol business of the Rossville company was consummated on August 4. The transaction had previously been approved at a meeting of preferred and common stockholders of Rossville on July 18.

Following consummation of the sale the directors of Rossville set August 16 as the last date on which Rossville preferred stockholders may make the preferred exchange of $10 in cash and one-half share of Commercial Solvents stock for each share of Rossville preferred.

Voluntary Group Introduces Cosmetics

Clover Farm Stores Corp., a national voluntary group with headquarters in Cleveland, O., has just introduced a complete line of cosmetics and household remedies for sale through member stores. The new lines will be backed by a strong merchandising campaign with special displays in the stores. The cosmetics will be sold under the "Sally Clover" label.

du Pont to Move Chemical Plant

Announcement has been made by E. I. du Pont de Nemours & Co. that the plant of the Newport Chemical Co., at Carrolville, Wis., will be moved to the Carney's Point area of Deepwater, N. J. The purpose of the move is to have the plant near the dye markets in the East. The Newport company was acquired by du Pont two years ago.

Putnam Visits Home Office

George T. Putnam, Southern manager for the Rome Soap Mfg. Co., Rome, N. Y., with headquarters in Charlotte, N. C., visited the home office and plant of the company early in Auust.

New Hand Cleaner Company

The T & T Co. has been organized in Peekskill, N. Y., to manufacture face and hand cleanser. It is headed by Charles W. Taylor who was for some years in the drug business in the East.

de Sieyes to Sail for France

Count Jacques de Sieyes, manager of Jean Patou, Inc., New York, plans to sail late this month for a visit in France. He will confer with officials at the home office of the company in Paris, returning here in October.

Moon Glow in New Laboratory

Moon Glow Cosmetic Co., Ltd., has moved into its new laboratory at 759 Seward street, Hollywood, Calif. The new quarters provide greater facilities for the manufacture of "Moon Glow" nail preparations.

Thayer Appoints Carmichael

Thayer Sales Corp. has announced the appointment of Robert A. Carmichael as general sales manager.

Stafford Allen & Sons' Centenary

Stafford Allen & Sons, Ltd., London, one of the leading essential oil houses in England, is celebrating this Summer the completion of a century of service. The company is well known to the trade in this country through Ungerer & Co., New York, which has been its American representative for more than 35 years.

It was in 1833, the beginning of a period when invention and progress which have revolutionized our industrial and social life became really active, that the firm of May & Allen was established in London by Stafford Allen. The founder fell in with the spirit of progress, and from the beginning kept pace with the march of events.

Expansion of the firm continued steadily through the 19th century, and in 1899 the company was forced, through lack of space and facilities at the plant in Cowper Street, London, to purchase farms and erect a factory at Long Melford for certain manufacturing processes and the distillation of a number of oils. The boom period following the World War brought the need of another plant which the company erected at Ardleigh Green, Essex. This served for manufacturing operations for some time, but now is utilized as a packing warehouse. The Cowper street plant has been steadily enlarged and modernized, and today is one of the best equipped and most efficient of its kind in England.

KENNETH C. ALLEN

Upon the death of Stafford Allen in 1889, the firm name was changed to Stafford Allen & Sons, Ltd., and the business was carried on by his sons, William Clarkson Allen, who died in 1908, and Edward Ransome Allen, whose death came in 1916. Upon the latter's death, T. Edward Goodyear, who joined the board in 1915, was named chairman of the company. Associated with him are George Stafford Allen, second son of Edward R. Allen, who supervises operations at Long Melford; Kenneth Clarkson Allen, second son of William C. Allen, who as managing director of the commercial side of the business has visited the trade in this country and has been largely responsible for the growth of its foreign business; Charles Tyler, a director, who is active in the promotion of the firm's foreign interests; William F. Merritt, a member of the board, and John Watlock Allen, eldest son of Edward W. Allen, who is the company's northern representative. Edward Watlock Allen, eldest son of Edward R. Allen, retired as managing director in 1931, but retains his seat on the board.

Goodwin Corp. in Larger Quarters

The Goodwin Corp., Chicago advertising company, has expanded by taking three additional floors of the Mather Tower in Chicago. Miller Munson, who has had long experince in the advertising field, has joined the company as director of merchandising with the title of vice-president.

Continental Acquires Manion Co.

Continental Can Co., Inc., has announced the acquisition of the can manufacturing business of the Manion Steel Barrel Co., of Rouseville, Pa., a division of the Rouseville Cooperage Co. The purchase included the inventory and modern can making and lithographing equipment.

A lease was entered into covering the Manion company's can manufacturing plant which will be operated by Continental principally for the production of motor oil cans for the many large oil refiners located in close proximity to the plant. Deliveries can be made either by truck or rail as side track facilities are available. D. F. Manion, Jr., and others of the can making division of the Manion company will become a part of the Continental organization. The Manion company, which has for many years been one of the leading manufacturers of steel barrels principally for the oil industry, is expanding this division to include a full line of wooden barrels.

Soap Company Fire Loss Slight

Fire of undetermined origin destroyed the rendering plant of the M. and J. Schnaible Soap factory, Indianapolis, July 31, with approximately $7,000 damage. The flames were confined to this one section of the plant, and there will be no delay in the company's processes since arrangements have been made to secure material from the packers. The destroyed section of the plant will be rebuilt, but officials of the company state that rendering will be discontinued.

Consolidated Does N.R.A. Lithographing

Consolidated Lithographing Corp., Brooklyn, N. Y., has advised us that it has been designated as official lithographers of the N. R. A., producing the publicity material directly for the Government. This includes the blue eagle display cards, stickers and stamps.

Ungerer Returns from Europe

F. H. Ungerer, president of Ungerer & Co., New York, returned on the *Ile de France* late in July from a visit of several weeks in Europe, where he conferred with officials of a number of houses represented by his company in the United States. At Grasse he visited the plant of Charabot & Co., and discussed conditions with Senator Eugene Charabot. He also visited the plant of M. Naef & Co., manufacturer of synthetics, at Geneva.

Mr. Ungerer believes that an improvement in business is developing which will bring about a more favorable market for essential oils and other perfume raw materials during the next few months.

Represents Lehn & Fink in Southwest

Lehn & Fink, Inc., New York, has appointed the Clancy Sales Organization, Dallas, Tex., its agent in the Southwest. The territory includes Texas, New Mexico, Lousiana, Arkansas, Oklahoma, Colorado, Mississippi and parts of Tennessee, Kansas, Missouri and Wyoming. A staff of nine men will cover the territory.

Siddal to Open Plant

George F. Siddal & Co., Providence, R. I., manufacturers of soap and other products for the textile industry, recently purchased a building at Camp Wadsworth, S. C., with the intention of establishing a branch plant there.

Household Branch in Los Angeles

A branch of the Household Products Manufacturing Co., manufacturer of granulated soap, has been established in East Los Angeles at 4956 Whittier boulevard under the direction of O. J. Lovik and E. F. Smith.

Walgreen Fair Exhibit

Toilet goods departments feature the two completely equipped drug stores maintained at the "Century of Progress" Exposition by the Walgreen Co., Chicago. The beautifully set up toilet goods section shown in the accompanying photograph is easily the outstanding display in that particular store. Almost half of the window display space in each store is devoted to leading lines of toiletries. The company reports that one out of every seven visitors to the fair grounds has been a customer at the drug stores. On July 26 the millionth customer was served. Sales in the stores are limited, since the people do not care to carry the merchandise around with them, the company states.

Miss Lehman, Canoe Builder

It is not often that a girl goes very strongly for manual training work, but the accompanying photograph will show that Betty Jane Lehman, daughter of Harry J. Lehman, president of Wildroot Co., Buffalo, N. Y., has a decided fancy in this direction. Miss Leh-

man, who is 14 years old and now in the eighth grade, built the canoe shown in the picture with her own hands. The boat is fifteen feet long, of oak, pine and canvas construction. Miss Lehman worked two workshop periods a week during the school season on the canoe which is now finished and has been formally launched.

Fritzsche Officials on Vacation

F. E. Watermeyer, president of Fritzsche Brothers, Inc., New York, is spending the Summer with his family on his large estate in Becket, Mass., in the heart of the Berkshires. A large lake bordering on the estate and a dense forest within the estate afford Mr. Watermeyer many hours of recreation in boating and timber cruising.

Frederick H. Leonhardt, vice-president, has an estate bordering the same lake where he too is spending the Summer with his family.

Mysore Featured in Supplement

The manifold industrial activities of the Mysore State are described in a rotogravure page of the India Color Number of the weekly edition of the London *Times*, a copy of which has been sent to us by W. J. Bush & Co., Inc., New York, distillers of Mysore Government sandalwood oil for this market. The illustrations include a picture of the Mysore booth at the 1933 British Industries Fair in London.

Lambert Company Issues Report

The report of the Lambert Co., St. Louis, for the six months' period ended June 30 shows a consolidated net profit, after taxes and other charges, of $1,288,967, equal to $1.72 a share on 748,996 no par capital shares. This compares with a profit of $2,568,384, or $3.43 a share, in the first half of 1932. For the quarter ended June 30, net profit was $470,937, compared with $818,029 in the preceding quarter, and $1,147,669 in the second quarter last year.

Continental Can Increases Wages

Continental Can Co., Inc., New York, has advanced hourly and piece-work rates up to 15 per cent in all of its 37 plants in the United States, pending the approval by the National Industrial Recovery Administration of the code which has been prepared by the can-manufacturing industry, the company has announced.

The pay of approximately all clerical staff and salaried employees is also being increased 5 to 10 per cent. These increases will largely restore the rates of pay prevalent in 1929, it was said.

"The shorter work week is being put into effect immediately in all plants, excepting those temporarily in the rush season of cans for the perishable fruit and vegetable pack," the announcement stated. "Former employees of the company are being re-employed and others added to make up for the shorter working time. About 10,000 employees will receive wage and salary increases."

Commercial Solvents to Enlarge Plant

Construction of an addition to its plant at Terre Haute, Ind., involving the expenditure of $190,000, will be started shortly by the Commercial Solvents Corp. The expansion is necessitated by the recent acquisition by the company of the industrial alcohol business of the Rossville Alcohol & Chemical Co., and the addition will be a "breakdown" plant for alcohol manufactured from molasses at New Orleans.

W. D. Ticknor, president of Commercial Solvents, sailed on the *Aquitania* July 29 for a visit in Europe.

Burma Soap Maker Here

We received a pleasant visit from Mr. and Mrs. Dean E. Smith, of Rangoon, Burma, early this month. Mr. Smith is connected with the Star Soap Works, Rangoon, and with Mrs. Smith is making a tour of the

world, investigating sources of supply for cosmetics, perfumes, etc. They will visit Mr. Smith's old home at Lake Mills, Wis., and will leave in October, by way of Japan, China and the Philippines, for Burma.

D. W. Coutlee Joins Merck & Co.

Douglas W. Coutlee, formerly with E. R. Squibb & Sons, has been appointed director of advertising of Merck & Co., Inc. His headquarters will be at the company's offices in New York.

Dr Bosurgi Visitor Here

Dr. Giuseppe Bosurgi, proprietor of W. Sanderson & Sons, Messina, arrived on the *Rex* August 16 for a visit of several weeks in the United States. Mrs. Bosurgi and their two interesting sons accompanied him. He will spend about ten days in New York, making his headquarters at the offices of his American representative, Dodge & Olcott Co., and will later visit Chicago and the Century of Progress Exposition.

Commenting upon Italian conditions, Dr. Bosurgi said that the country had gone through the difficulties of the last three years in much better fashion than most other European countries. This he attributed largely to the exceptional ability and rugged honesty of Mussolini, who, he said, has the interest of all the Italian people at heart and the ability to advance a program which would be of benefit to the entire nation.

Specifically with regard to his own company and to citrus oils, Dr. Bosurgi said, "Our company is one of the oldest producers of citrus oils, being over 100

Dr. Bosurgi and His Family

years old. While we have met the same difficulties as other producers have during the last few years, by the addition of new citrus by-products, including fruit juices, vitamin concentrates, pectin, and other products, we have succeeded in keeping our sales up, although prices and profits have been rather low.

"I anticipate some improvement in prices of citrus oils, but I do not believe that prices will be exceptionally high for many years to come. Present quotations do not cover the actual cost of production, and the citrus-growing industry is faced with utter ruin unless there is some advance.

"It is my opinion, and I have suggested it to the Italian authorities, that new methods of disposing of the surplus of bergamot and lemon oil above world consumption must be developed, and one of my suggestions has been that these oils can well form the basis of fly sprays and similar insecticide products through the addition of pyrethrum. This suggestion is receiving careful attention. If we could take the surplus oil out of market in this way, the demoralization of the world market, such as we have seen during the last three years, could be avoided. I have also suggested an export tax on lemons sold as fruit, the proceeds to be used for the development of cold storage facilities and other methods for stabilizing demand and supply, and improving the general price situation. It is my opinion that something will be done along these lines in the near future, and that the market for citrus oils will be materially improved thereby."

Dr. Bosurgi last visited the United States in 1921, and commented upon the many changes which had taken place since that time and expressed his admiration for American methods. He hopes to be able to visit his many friends here more frequently in the future.

Webster Wax & Oil Co. Formed

The Webster Wax & Oil Co., Inc., has been incorporated to handle beeswax and similar products for the cosmetic and toilet preparations industry. It is headed by James A. Webster, who was formerly sales manager for Koster-Keunen, Sayville, L. I.

Mr. Webster has had long experience in the wax industry. His thorough knowledge of the business, as well as his wide acquaintance in the trade, has fitted him admirably for conducting the affairs of the new company. Offices have been secured at 601 W. 26th street, New York, telephone CHickering 4-2727.

Charles L. Robertson Dies

After an illness of six months, Charles L. Robertson, advertising manager of Merck & Co. Inc., New York, died August 12 at his home in Jamaica, Long Island.

Born in Brooklyn in 1874, Mr. Robertson gained his early experience as a compositor, joining the publishing department of the Merck organization in May 1899. He increased his field of activity as the company expanded during the early 1900's and became advertising manager shortly after the turn of the century.

During his long association with Merck & Co. Mr. Robertson devoted his abilities to the familiarizing of the medical profession and the drug trade in general with the house of Merck and the many ramifications of its business.

Among his achievements were the development of *Merck's Report,* a quarterly directed to the interests of the practising pharmacists, and the inauguration of the "Know-Your-Druggist-Better" campaign which emphasized the importance of the local pharmacy to the community. Among his last undertakings was the planning of the Merck exhibit at the Chicago Century of Progress Exposition, a work which he was unfortunately not able to see completed.

Colgate-Palmolive-Peet Report

Colgate-Palmolive-Peet Co., Chicago, has reported for the six months ended June 30 a consolidated net profit, after interest, depreciation, Federal taxes, minority interest and other charges, of $765,121.

Klein Leaves U. S. Industrial

Sid Klein, vice-president of the U. S. Industrial Alcohol Co., New York, has resigned his office. He plans to retire from the industrial alcohol field to enter another business for himself.

Drug, Inc., Dissolution Approved

Dissolution of Drug, Inc., New York, and the segregation of its property into five new corporations, as outlined in these pages last month, was approved by stockholders at a meeting in Wilmington, Del., August 7. Five new corporations, Sterling Products, Inc., United Drug Corp., Vick Chemical Corp., Bristol-Myers Corp., and Life Savers Corp., will be created under Delaware laws later this month. The stock of each has been admitted to unlisted trading privileges on a "when, as and if issued" basis on the New York Curb Exchange.

Plans Style Show in Seattle

Rackur & Geren, large beauty shop of Seattle, featuring a number of beauty specialties and cosmetics in its exquisite new lobby and waiting room, are planning an elaborate Autumn style show, with beautiful models in the newest make-ups and coiffures which will go far toward promoting the marketing for many different beauty products.

Montgomery Returns from Vacation

John H. Montgomery, assistant secretary of Fritzsche Brothers, Inc., New York, returned August 21 from a month's vacation which he enjoyed with his family on Lake Champlain, Vermont.

Parento Honors Five Employees

Compagnie Parento, Inc., Croton-on-Hudson, N. Y., honored five associates for their service with the company at a dinner at Moto's Inn, Croton-on-Hudson, on July 28. Addington Doolittle, president, welcomed the guests and acted as master of ceremonies during the evening. After dinner suitable presentations were made to D. E. Picciano, vice-president; E. C. Barton, manager of the Toronto plant; B. A. Acker, auditor; A. H. Hellmers, and R. L. Emeny, in recognition of their years of service with the company. The evening was concluded with a theatre party at the Beechwood Theatre, Scarborough, to see the Hudson Players in the premiere of "Never Tight, Never Tender."

Procter & Gamble Earnings Gain

Earnings of Procter & Gamble Co., Cincinnati, for the fiscal year ended June 30 showed a substantial increase over the previous fiscal year, according to a report issued recently by the company. The net profit, after depreciation, Federal taxes and other charges, was $10,811,325, equivalent, after preferred dividend requirements, to $1.52 a share on 6,410,000 no par shares of common stock. It compares with $9,132,545, or $1.26 a common share, in the preceding fiscal year. Gross sales for the year totaled $102,463,645, against $142,421,659 the year before.

For the quarter ended June 30, net profit, after the usual deductions, was $3,738,572, as compared with $2,451,052 in the preceding quarter.

In a statement to stockholders upon issuing the report, William Cooper Procter, chairman of the board, said:

"As a result of materially reduced prices, the volume of sales for the year just closed measured in dollars was 28 per cent less than the sales of last year, whereas measured in tonnage the volume showed a decrease of 14 per cent. This entire decrease in tonnage is confined to the sales of by-products of the cotton seed crushing plant of the Buckeye Cotton Oil Co. in the South.

"During the past three years the company has fully maintained its position in the industry and is prepared to avail itself of the opportunities which will attend a period of improved conditions."

Lipstick Mentioned in a Litany

A Litany of Thanksgiving, in which a cosmetic is mentioned, was referred to by the Rev. Frank Biggart when he addressed a meeting in connection with the Anglo-Catholic centenary in London recently.

"A friend of mine assures me," he said, "that he found a Litany of Thanksgiving in one of our Northern cathedrals—a Litany in which God is to be thanked 'for all pleasant homesteads, and the glint of fire-light on a well-loved room,' and 'for the blush on girlhood's cheek, and every lipstick's artful aid.' "

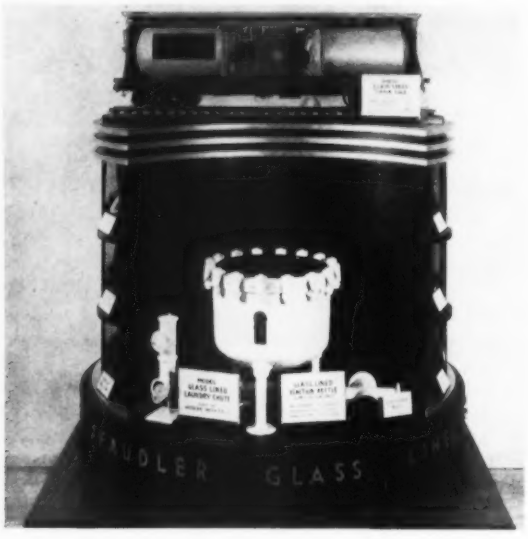
PARENTO DINNER TO EMPLOYEES

At Head Table: Mr. Acker at left, Miss Emeny, fourth from left, Mr. Doolittle and Mr. Picciano, fifth and sixth, Miss Hellmers, eighth, and Mr. Barton, tenth.

Pfaudler's Displays at Chicago

The Pfaudler Co., Rochester, N. Y., builders of glass-lined equipment, is represented in three exhibits at the "Century of Progress" Exposition in Chicago. In the General Exhibits Building, a revolving display stand has been placed in the "Porcelain Enamel Parade". On this stand are models of glass-lined equipment, among which are a model transportation milk car, reaction kettle, one-gallon autoclave, and various pieces of enameled pipe and fittings, together with numerous test cups coated with enamels suitable for the different industries. A picture of this handsome display is shown.

In the Travel & Transportation Building, a modern glass-lined milk tank car of full size is on display as a part of the exhibit of the General American-Pfaudler



Corp. In addition to these two direct displays, Pfaudler glass-lined steel brewery tanks are shown in the exhibit of the Atlas Brewing Co.

New Memphis Drug House

A new wholesale drug company to be operated under the name of Ellis-Bagwell Drug Co., Memphis, Tenn., is expected to begin business about September 15. Articles of incorporation were filed at Nashville recently giving the capital at $100,000. Robert Ellis and W. H. Bagwell, formerly of Birmingham, are president and vice-president, respectively. In addition to drugs they will carry the usual line of toilet articles carried by wholesale drug houses.

Joubert Cie. Expands Space

Due to the pressure of its expanding business, Joubert Cie., Inc., manufacturer of "Blue Waltz" perfume, has leased additional space at 71 Fifth avenue, New York. The company now occupies 20,000 square feet of space at that address. The entire line has been repackaged in larger sizes and is being backed by an extensive newspaper and radio advertising campaign.

Death of L. M. Schulmeyer

L. M. Schulmeyer, chief chemist for Bowey's, Inc., manufacturer of flavoring extracts, Chicago, died July 29 at his residence in Chicago. He would have been sixty years old on October 7.

Mr. Schulmeyer, who was connected with Bowey's, Inc., for the last twelve years, was well known in the flavoring syrup and extract trade. He was graduated from Purdue University, and entered the Marine Service in Philadelphia. Later he became associated with the Daniel Kiefer Wholesale Drug Co., Indianapolis, predecessor of the present Kiefer-Stewart Co., and remained with this company for twenty years. His next connection was with Brechet & Richter, Minneapolis, and in 1921 he became chemist for Bowey's, Inc.

Mr. Schulmeyer was a member of the D. C. Greiger Lodge, A. F. & A. M. He leaves his widow and a daughter.

George A. Fuller Dies

George A. Fuller, sales representative in the East for Pinaud, Inc., New York, for 37 years until his retirement in 1927, died July 26 at his Summer home at Lake Mohonk, N. Y. He was eighty years old.

Mr. Fuller's long association with the toilet preparations industry won him the respect and friendship of all with whom he came in contact. As representative for Pinaud for many years, he was known to buyers throughout the Eastern territory. He was forced to retire in 1927 because of ill health which continued to dog his footsteps until his recent death.

Mr. Fuller was born in New England of old American ancestry. With his business headquarters in New York, he made his home in that city at 12 East 86th street. He leaves his widow, Mrs. Fannie J. Fuller.

Callaghan Resigns from Peggy Ellis

M. J. Callaghan has resigned as treasurer of the Peggy Ellis Corp., manufacturer of cosmetics, St. Petersburg, Fla.

High Court Upholds Coty

The United States Circuit Court of Appeals has upheld the injunction secured by Coty, Inc., against the Newark firm of Weissbard Brothers, restraining it from breaking up combination packages of Coty face powder and perfume. The original temporary injunction was granted by Federal Judge William Clark —the permanent restraining order, by Federal Judge Guy L. Fake—in United States District Court.

Mrs. Thomssen State Tournament Winner

Mrs. E. G. Thomssen, of Winona, Minn., had her first experience in the State Championship Golf Tournament early this month and made an excellent showing. She was finalist in the non-qualifiers event, but was defeated as runner-up. Her prize, a silver dish, now occupies a prominent place in the Thomssen household. Her husband, Dr. E. G. Thomssen, is chief chemist of J. R. Watkins Co.

Van Dyk Moves Offices

Van Dyk & Co., Inc., has advised us that principal offices have been moved to their factory at 57 Wilkinson avenue, Jersey City, N. J., where all activities of the company will be concentrated. Those desiring to get in touch with the company by telephone should call REctor 2-0939, New York local call, through which direct connections with the factory are maintained.

Beauty Culture Known 2,000 B.C.

Writing of his recent archeological discoveries in Iraq, Dr. H. Frankfurt states in the London *Times* that he has unearthed the first house of the Akkadian period ever excavated. The private houses border on a public square, beyond which is a large palace. In the palace, in a suite of two small rooms—allocated to the queen or her daughter—Dr. Frankfurt has found rouge and plenty of black kohl for the eyes, both kept in mussel shells, together with lumps of bitumen.

Marriage of Edward Plaut

Edward Plaut, president of Lehn & Fink, New York, was married recently in Cannes, France, to Mrs. Alexandra Stewart Plankinton, of Milwaukee. Mrs. Plaut's forbears were the founders of Milwaukee.

Florasynth New Coast Organization

Florasynth Laboratories, Inc., New York, advises us that it has opened new quarters, consisting of laboratory and offices, at 607 Sansome street, San Francisco. W. T. Markillie, who formerly represented the company on the West Coast, has been succeeded by Dr. Alexander Katz, secretary of the company, who has spent the last two years working with the Florasynth branch in San Francisco.

DR. ALEXANDER KATZ

The new quarters are much larger than those formerly occupied, and considerable amount of additional equipment has been installed. Complete stocks of flavoring and perfume materials, aromatic chemicals, essential oils, and concentrated vanilla extracts are being carried.

Dr. Katz is assisted by his son Leonard, who is in charge of the branch during his father's trip to New York. Dr. Katz left San Francisco by steamer by way of Panama Canal, and is stopping off at Havana to investigate conditions there. After conferring with officials of the company in New York, he will return to San Francisco.

Pinaud's New Paris Address

Offices and show rooms of Parfumerie Pinaud in Paris have been established at 120 avenue des Champs Elysees.

Dreyer Appoints Coast Representative

P. R. Dreyer, Inc., New York, has advised us that it has appointed Marshall Dill, with headquarters at 510 Montgomery street, San Francisco, as its representative on the Pacific coast.

Mr. Dill's organization is one of the most active and aggressive in the coast territory. In addition to the San Francisco headquarters, offices are maintained in Los Angeles, at 2445 Hunter street; in Seattle, Wash., at 1008 Western avenue; and in Portland, Ore., at 409 Gerlinger avenue. The San Francisco office occupies about 4,000 square feet of office room in addition to a warehouse located in the industrial section.

MARSHALL DILL

The company carries on an extensive import and export business with the Far East, and has branch houses and direct connections in Honolulu, Kobe, Japan, and Shanghai, as well as closely affiliated agents in Hamburg, Germany. It has always interested itself principally in the sale of basic raw materials and semi-processed raw materials, covering practically every industry located in the Western United States.

Colgate Buys Cuban Company

Colgate-Palmolive-Peet Co. has purchased the controlling interest in Compania Nacional de Perfumeria, Havana. No material change in the operation of this company will take place under the Colgate ownership except that certain Colgate and Palmolive products will be manufactured at this plant. The factory will continue to be operated under the same name using the trade mark "Crusellas".

Synfleur to Close for Vacation

Synfleur Scientific Laboratories, Monticello, N. Y., has advised us that its offices and laboratories will be closed from August 25 to September 4, inclusive, in order to afford the employees their annual vacation. The company has sent out circulars to its customers urging them to arrange orders so that they may be executed before the plant is closed down for the vacation period.

Death of B. T. B. Hyde

Benjamin Talbot Babbitt Hyde, president of the B. T. Babbitt Co., soap manufacturer, for ten years prior to the sale of that company, died July 27 in Sante Fe, N. M., from injuries received in an automobile accident. He was sixty years old. A member of an old New York family, Mr. Hyde was educated at St. Paul's School, Columbia University Teachers College and Harvard University. He was interested in exploring and did considerable along this line, especially in the Southwest. He leaves his widow, his father, Dr. Frederick E. Hyde; a brother, and three sisters.

Chicago Trade Notes

Lemmermeyer a Chicago Visitor

"Mike" Lemmermeyer, sales manager for Givaudan-Delawanna, Inc., New York, was a week-end visitor to Chicago during the week of August 5, and divided his time between the Chicago office and the "Century of Progress." "Mike" enjoys a reputation for being *some* sketch artist, and when last seen at the "Century of Progress," he was busily engaged making a few pencil sketches in the nudist colony in the "Streets of Paris," which he will take home as relics. We hope to receive at least one autographed copy for our collection.

Superior Laboratories Organized

The Superior Laboratories, Inc., has recently been organized and will manufacture toilet preparations and package products. It will be located at 900 South Clinton street. The officers of this concern will be Charles Schapiro, president; Morris R. Schapiro, vice-president, and M. Schapiro, secretary and treasurer. The offices of the Superior Perfume Co. have also been moved to new quarters at 900 South Clinton street, and both concerns will operate as separate units.

Chicago Golfers' July Tournament

An unusually interesting outing and tournament was held by the golf auxiliary of the Chicago Perfumery, Soap & Extract Association and the Chicago Drug and Chemical Association at the Bob-O-Link Country Club on July 18. Our photographer was present and secured a number of pictures of members and their guests in characteristic poses, as well as the accompanying list of prize winners, whose scores indicate that some of them spend considerable time on the golf links. Among those who played were A. C. Drury, 84-7-77; George M. Van Kirk, 90-10-80; H. G. Larson, 91-10-81, in class A; H. B. Elwell, 99-17-82, Walter H. Jelly, 97-14-83, A. G. Schneider, 100-17-83, in class B; J. A. A. Scott, 101-28-73; P. J. Cosgrave, 108-27-81; J. Buslee, 107-25-82, in class C; and A. J. Coeuture, 97-20-77, and William F. Zimmerman, 92-14-78.

The groups that play in these tournaments are steadily increasing, more than fifty attending the July meeting. Clyde C. Marshall, president of Petrolager Laboratories, was master of ceremonies, and conducted the initiation of several of the members into the "Ancient, Reckless and Independent Order of Yellow Dogs."

Lanz on Northern Vacation

J. Lewis Lanz of the Peroxide Chemical Co., St. Louis, spent a busy week in Chicago recently, combining business and pleasure. He left with his family for an extended vacation in the North Woods.

Dr. Gwinn With Arwell

Dr. C. M. Gwinn is now associated with Arwell, Inc., in Waukegan, Ill. Dr. Gwinn is a graduate of the University of Wisconsin, where he specialized in entomology.

Berry Company in Larger Quarters

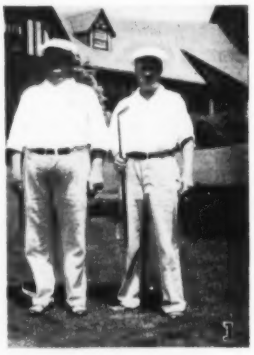
The Ella R. Berry Pharmaceutical Co., St. Louis, has moved into larger quarters, and is now located at 316 West 6th street, that city.

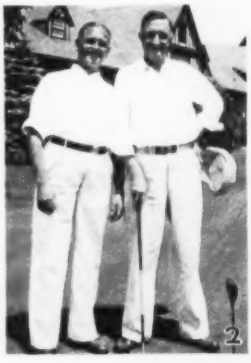
Jelly on Wisconsin Vacation

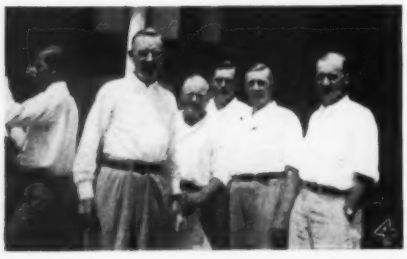
Walter H. Jelly, president of Walter H. Jelly & Co., Inc., is spending a few weeks in Northern Wisconsin.

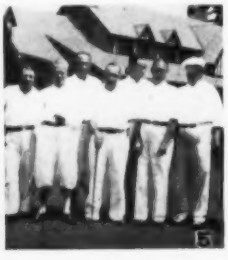
CHICAGO GOLFERS POSE

LEFT TO RIGHT: (1) JOHN BUSLEE, WALTER H. JELLY. (2) H. G. LARSON, CLYDE C. MARSHALL. (3) CARL SMITH, E. F. SMITH. (4) A. J. ANDERSEN, A. C. DRURY, J. WILHELM, WM. H. SCHUTTE, M. B. VANCE. (5) H. B. ELWELL, J. H. SWART, G. M. VAN KIRK, W. F. ZIMMERMAN, H. F. WOULFE, H. G. LARSON, J. BUSLEE. (6) M. V. PENNAL, E. F. SMITH, G. M. VAN KIRK, WM. H. SCHUTTE.









Circulars, Price Lists, Etc.

Givaudan-Delawanna, Inc., New York. — *The Givaudanian.*—The July issue of this interesting house organ contains many notes of value to the perfumer and digests of current news in the trade as well. The lead article describes the miniature coal mine at the "Century of Progress" Exposition and how Givaudan-Delawanna aided in making the mine an exact duplicate of those found in bituminous regions by creating an earthy odor which gave the imitation mine the characteristic musty smell. Also, in the booklet is a well planned cartoon by our old friend M. Lemmermeyer which graphically portrays reasons for successful and unsuccessful buyers.

* * * *

Boonton Molding Co., Boonton, N. J.—*"A Ready Reference For Plastics."*—In this non-technical hand book on plastics is given a general desecription, together with specific mechanical and electrical properties, of the nine most common types of plastics with which the engineer is faced when the question of choosing a new material arises. The booklet contains 26 pages and one of its features is data of constant use to the engineer, such as conversion tables, definitions of test terms, tap, letter and number sizes of drills, mensuration formulae, hydraulic pressure, etc. The compounds treated include the phenolic base, molded, laminated and cast compounds; casein, cellulose acetates, hard rubber, shellac and urea compounds. A copy may be had by writing to the company.

* * * *

Ferdinand Gutmann & Co., Brooklyn, N. Y. —*Circular.*—"Ferdinand Gutmann & Co. are asking the question—'Did you ever have any trouble in removing a screw cap from a can?'—and proceed to announce a new service to can manufacturers and users for supplying can nozzles complete with C. T. screw caps to provide a combination of nozzle and cap which leads to a much improved sealing condition, with greater ease in removal of cap from the can, maintaining the necessary seal and reseal advantage. Type J 'Filma-Seal,' (Patented 1933) for use on cans, makes a seal that prevents leakage and evaporation and guards against counterfeiting, giving the consumer a much needed protection. Standard sizes for varnish, polish and cleaning fluid cans, etc., are available for prompt shipment."

* * * *

Dodge & Olcott Co., New York. — *Price List, August-September, 1933.*—This is the company's regular reference and price list of essential oils, flavors, oleo resins, synthetic aromatic chemicals, etc., for the perfumery, soap, drug, food and confectionery industries. Also listed are the specialties of J. Mero & Boyveau, Grasse, and Fabriques de Laire, Paris, which Dodge & Olcott Co. represents in this country.

* * * *

Fritzsche Brothers, Inc., New York.—*Wholesale Price List, August, 1933.*—The company has issued its current catalog of prices for its essential oils, aromatic chemicals, compounded perfume bases, etc. The monthly message on the final page carries the announcement that California lemon oil is now officially recognized by the U. S. Department of Agriculture which recently released a revised definition of oil of lemon.

* * * *

Consolidated Products Co., Inc., New York.—*Consolidated News, July, 1933.*—Published in the form of a newspaper, this circular contains news of the activities of the company and lists the variety of used equipment sold by the company to the trade. The various types of machines are illustrated and grouped separately, and a brief description of each is given.

* * * *

Oil, Paint & Drug Reporter, Inc., New York. —*Green Book.*—The 1933-34 edition of this directory of sources of supply in the chemical and related industries has just been published. It is divided into three sections, the first dealing with chemicals, dyes, drugs, raw materials, etc.; the second with machinery, apparatus and equipment, and the third with engineers, chemists and technical services. The new edition marks the twenty-first anniversary of the publication.

* * * *

Armstrong Cork & Insulation Co., Lancaster, Pa. —*"Modern Closures for Modern Packages."*—Illustrations of various new packages equipped with "Artmold," "Artmetal Jar Covers," "Cel-O-Seal" caps and the new "Embossd Top Corks" feature the July issued of this interesting house organ. The packages serve to illustrate brief, to the point articles which tell of the advantages of smart closures to the finished pack-

* * * *

Phoenix Metal Cap Co., Chicago.— *The Flame.* —The August issue of *The Flame* measures up to its usual high standard and is replete with articles of interest to the packager. The booklet scores again with another beautiful cover.

* * * *

General Plastics, Inc., North Tonawanda, N. Y. —*Closure News.*—The August issue of this well prepared folder contains the usual good suggestions for packaging with "Durez," and a biographical sketch of Russel Wright in its series on leading designers.

* * * *

Merck & Co., Inc., Rahway, N. J.—*Price List, July,* 1933.—This is the usual price list of industrial chemicals manufactured by the company. The inside cover of this issue is devoted to the "Century of Progress" Exposition, with a description of the Merck exhibit in the Hall of Science.

* * * *

E. I. du Pont de Nemours & Co., Inc., Wilmington, Del.—*The du Pont Magazine, July-August,* 1933. —This number as usual contains very interesting articles about firms using du Pont products. The write-ups, on a wide variety of subjects, are very instructive and profusely illustrated.

* * * *

Giles Can Co., Chicago.—*"The Candle."*—"Sliefus Glooeyblunk" presents the package designer's views of the new package situation in the August issue of this publication. His article is well worth reading.

Hazel-Atlas Glass Co., Wheeling. W. Va.—The company has advised us that it created and is manufacturing the opal glass jars in which is packaged the new "Junis" facial cream of the Pepsodent Co. These packages were illustrated in our June issue.

* * * *

Chicago Perfumery, Soap & Extraction Association.—*Membership Directory, 1933.*—In addition to a list of the members, this booklet contains the names of the officers and the committees for the year.

New Materials

UNDER this heading are published brief descriptions of new products developed by our advertisers. The claims made for these products are supplied by them and are not to be considered as endorsements.

Will & Baumer Candle Co., Syracuse and New York City.—*Hydistear.*—The company has developed a new product called "Hydistear" about which it writes as follows: "Cosmetic manufacturers seeking the ideal base for toilet soaps, vanishing creams and shaving creams, will find in the development of 'Hydistear'—a new Will & Baumer product—the most nearly perfect stearic acid ever offered to the trade. It is made exclusively from animal fats and its principal points of superiority are the high melting point of over 139 degrees F., and the iodine value of under 1.0. Other characteristics that are important will be noted from the following certified analysis of a representative sample by Stillwell & Gladding, chemists, of New York.

Melting Point (titre) 59.60°C.	(139.3°F.)
Iodine Value	0.8
Free Fatty Acid (as oleic)	102.16%
Acid Value	203.1
Saponification Value	204.9
Unsaponifiable Matter	0.40%
Moisture	None
Ash	0.0025%

"The word 'Hydistear' itself is used as a trade name to differentiate this product from other stearic acids that are manufactured by the old method of pressing fatty acids by hydraulic pressure. 'Hydistear' is produced through a new process in conection with the treating of high grade animal fats. The product should not be confused—because of its name 'Hydistear,' which implies high melting point stearic acid—with hydrogenated fish oils or vegetable oils.

"The fact that 'Hydistear' can be produced and is sold to the trade at prices corresponding with the price of saponified triple pressed stearic acid is expected to put the product in instant large demand. 'Hydistear' is manufactured by Will and Baumer exclusively."

New Incorporations

Charm Soap Corp., Newark, N. J.; 100 shares no par value stock. Filed by Louis Danzig, Newark.

Associated Perfumers, Inc., New Haven, Conn.; $50,000, commence business with $6,000. Incorporators: Samuel B. Benjamin, S. A. Krause and Morris Walhimer, all of New Haven.

Comac Products Co., 89 Montgomery street, Jersey City, N. J., soaps; 100 shares no par value stock. Incorporators: Belle Jordan Goulde and R. Robert Max, both of 52 Greene street, Jersey City, and Ruth D. Cohan and Harry W. Cohan, both of 94 West 34th street, Bayonne, N. J.

Dixie Deb Cosmetics, Inc., cosmetics and toilet articles; $110,000. M. M. Lucey, H. I. Brown and L. S. Dorsey, Wilmington, Del. Filed by Colonial Charter Co., Wilmington.

Washington Soap Works, Inc., Washington, Ind.; 250 shares at $100, and 1,000 shares no par value stock.

The J. R. Watkins Co. (Delaware Corp.) admitted to do business in Indiana; objects: to wholesale medicinal and toilet preparations, soaps, extracts, insecticides, etc.

Gotham Pharmacal Corp., Manhattan, perfumes, toilet articles; $20,000. Filed by J. A. Bolles, 522 Fifth avenue, New York.

Etablissements Rigaud, Inc., consolidation of Parfumerie Rigaud, Inc., and Laboratoire de Pharmacologie, Inc., 79 Bedford street, New York; $305,000.

Albertine Products Corp., cosmetics; $20,000. Filed by Benjamin Machinist, 521 Fifth avenue, New York.

Majestic Soap Products Corp., Queens, soap and cleaning fluids; $50,000. Filed by Abraham S. Cohen, 217 South Fourth street, Brooklyn, N. Y.

Parfums Vionnet, Inc., cosmetics, 6 East 39th street, New York; 200 shares no part value stock.

Primrose House Laboratories, Inc., cosmetics, 111 Eighth avenue, New York; $2,000.

Cosmetic Counselor, Inc., cosmetics; $10,000. Filed by Sproull, Harmer & Sproull, 1 Madison avenue, New York.

Jonorr, Inc., cosmetics, perfumes; 200 shares no par value stock. Filed by Smith & Bowman, 122 East 42nd street, New York.

Doheva Products, Inc., cosmetics, 35 West 31st street, New York; $20,000.

Holly Leslie, Inc., cosmetics; 200 shares no par value stock. Filed by Jacob I. Goodstein, 21 East 40th street, New York.

Martine Haubert, Inc., cosmetics; 100 shares no par value stock. Filed by H. Edward Feuerman, 67 West 44th street, New York.

Rose Brand Syrup Supply Co., Inc., fruit juices, syrups; 100 shares no par value stock. Filed by I. E. Kanner, 225 Broadway, New York.

Business Records

Bankruptcy Schedule

Bell Sales Corp., distributor of soap and cosmetics, 20 West 22nd street, New York. Liabilities, $9,847; assets, $2,987.

Assignment

Floral Products, Inc., perfumes and toiletries, 122 Fifth avenue, New York, has assigned to Gabriel Wishbow, 375 West End avenue, New York. Assets, consisting of toiletries, fixtures, etc., were sold by the assignee at public auction August 8.

Bankruptcy Discharge

Frank Conti and Frank G. Loughlin, doing business as Conti & Co., cosmetics, 75 West street, New York.

Canadian News and Notes

Amalgamation of Drug Companies

An amalgamation is being effected between the National Drug & Chemical Co. of Canada and the Canadian Drug Co., Ltd., in New Brunswick and Nova Scotia. Both of these companies have interests in Saint John, N. B., Halifax, and Sydney, Nova Scotia. The announcement was made by C. H. Lander, acting general manager of the National Drug & Chemical Co.

Application has been made for a charter for a new company which will be distinctly a Maritime organization, according to Mr. Lander. Louis W. Barker, previously of the old Saint John firm of T. B. Barker & Son, will be president with offices in Montreal. The head office of the company will be in Saint John. Vice-presidents in charge of local operations at Halifax and Saint John will be appointed.

Lander Succeeds Henderson with National

W. S. Kerry, president of the National Drug & Chemical Co. of Canada, recently announced the appointment of C. H. Lander as acting general manager succeeding the late T. A. Henderson.

As general sales manager for the past few years, Mr. Lander has covered Canada many times from coast to coast and is well known to druggists everywhere. He has an extensive knowledge of the drug business gained through years of study of the trade's problems and intimate contact with manufacturers, retailers and travellers. He was born in Saltcoats, Saskatchewan, and served his early apprenticeship with the Speer-Stevenson Drug Co. in that town, afterwards working in Minnedosa, Manitoba and Moose Jaw, Saskatchewan.

Campana Introduces Tubes in Canada

Within less than a year of the introduction of Campana's attractive new bottle and carton, comes the further announcement by the Campana Corp. that "Campana's Italian Balm" will appear in tubes. This new development will be prominently advertised featuring its convenience for vacationists, motorists, golfers and sportsmen. It is pointed out that this new tube will not in any way replace the bottles, but will supply a growing need for the product in a convenient travelling package. The tube and carton are being designed to match the attractive pattern and color scheme of the bottle which makes an effective window display or counter arrangement.

Death of T. E. McLellan

T. E. McLellan, Registrar of the Toronto College of Pharmacy, died suddenly in his office in Toronto, July 14. He was found slumped in his chair, victim of a heart attack. He had been suffering from ill-health for the past several months.

Mr. McLellan was in his 67th year and took a keen interest in community life of his home town which was Galt, Ontario, where he spent most of his week-ends. He leaves his widow and one son.

Tax on Compacts Increased

The answer to William Shakespeare's old question about beauty being commercialized was recently given in the affirmative by Ottawa. The answer came in the form of an order from the Minister of National Revenue stating that the excise tax on the most generally used of all aids to beauty, the inseparable compact, would be increased from 3 to 10 per cent.

It is believed that this attack on the small but all-important article will seriously effect the feminine world as there is scarcely a purse or handbag to be found without one.

According to the order, the duty is made retroactive so that even if ladies have not already paid the 10 per cent on foreign compacts, the importers will be required to do so.

The new law extends to powder puffs and puff-and-powder pads. It is stated that few of these were manufactured in Canada until about three years ago, and now that this business has had a start, the new ruling will help the industry. A Toronto manufacturer expressed pleasure upon hearing the news, but several shops selling imported cosmetics, beauty aids and vanity cases containing toilet preparations took the news seriously. One of them declared that sales would go down in spite of the modern girls' demand for cosmetics.

P. E. I. Pharmaceutical Ass'n Meets

The annual meeting of the Prince Edward Island Pharmaceutical Association was held at the Summer residence of George E. Hughes, the honorary president. The members of the association gathered from all parts of the Island in answer to Mr. Hughes' invitation. Due to the illness of president B. McFayden, Kensington, Mr. Hughes occupied the chair. Among the many subjects discussed was the 10 per cent tax on all toilet articles, cosmetics and antiseptics. The meeting unanimously passed a resolution disapproving of this tax.

One of the pleasing features of the occasion was the presentation of a floral bouquet to Mr. Hughes by the association members. E. A. Foster made fitting reference to the long association of Mr. Hughes with the organization and the good work he had done for it.

The following officers were elected for the ensuing year: honorary president, Hon. George E. Hughes; president, George H. Reddin; vice-president, E. P. Foley; secretary and registrar, H. L. Bethune; treasurer, E. A. Foster; executive, J. E. Dalton, A. J. Matheson, W. Taylor; delegates to the Canadian Pharmaceutical Association convention, J. E. Dalton and E. A. Foster; auditors, J. P. McDonald and E. C. Heeschen.

Members present were Miss Ruth Gallant, J. E. Dalton, E. P. Foley, Summerside; A. J. Matheson, O'Leary; W. Taylor, Kensington; H. J. Mabon, Montague; H. Hopgood, Malpeque; G. R. Morrison, Mount Stewart; George H. Reddin, J. G. Jamieson, E. A. Foster, L. G. Doucette, R. Jenkins, H. L. Bethune, Charlottetown.

The Progress of Cosmetic Art

Ladies are now getting back to the simplicity of our British ancestors whose best suits consisted of a coat of blue stain, according to a Toronto paper. Now the girls are wearing "liquid stockings." A manufacturer of cosmetics has created a preparation which is rubbed on the legs giving "a dull, smooth, gorgeous and realistic-looking tan that won't rub off on your clothes." The mention of clothes is reassuring.

Lamont, Corliss Acts on Price Cuts

Lamont, Corliss & Co., Toronto, agents for "Pond's" creams and preparations, announce an important price policy effective August 1 on all the creams and other preparations manufactured by this company. Under the new policy, minimum retail prices to consumers are given for vanishing cream, cold cream, face powder, skin freshener, cleansing tissues and extracts, and no sales on this company's products are to be made to consumers at prices lower than those indicated.

Wait to Represent "Lovalon"

J. T. Wait Co., Montreal, has been appointed Canadian manufacturer and distributor for "Lovalon" which is claimed to be the original hair rinse which tints. This product was first introduced some eight years ago and is still being manufactured by the original firm. "Lovalon" will be distributed in Canada at a price comparable to that in the United States.

Lever's Window Display Contest

Almost every aggressive manufacturer and dealer realizes the tremendous value of the merchant's window as a means of displaying products. One manufacturer who has, perhaps, had more experience in this branch of advertising than any other firm is Lever Brothers, Toronto, soap manufacturers. For the last six years they have conducted an annual window dressing contest in which every retailer in Canada is able to enter and stands a good chance of winning a prize. This year the contest included both "Lux" and "Lux Toilet Soap," thus giving the dealer still greater scope for ideas. Both products are nationally known and advertised, with coast-to-coast distribution. The 1933 contest is reported as being a great success with more merchants than ever before entering, and consequently a larger number of window displays.

Every community in Canada was rated into one of three groups according to population, so that the man in the small town under 5,000 population had the same opportunity of winning an equal prize as the large departmental store in the city. This year, Lever Brothers awarded no less than 388 prizes in each group, or a total of 1,164 cash prizes across the Dominion, amounting to a total value of $7,500. In addition the company gave a consolation prize of $1.50 to each merchant who submitted a photograph of his display, but did not win a prize.

Merchants were given valuable assistance in the form of attractive display material, tying up with the various press campaigns for "Lux" and "Lux Toilet Soap."

Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT
Perfumer Publishing Co., 432 Fourth Ave., New York.

TRADE MARK REGISTRATIONS

"Dr. Lyons." Tooth powder. R. L. Watkins Co., Cleveland, Ohio.

A triangular-shaped label, having thereon a fanciful bust of a woman. Toilet preparations. Belco Co., St. Paul, Minn.

"Pond's." Toilet and cosmetic preparations. Pond's Extract Co., New York.

"Saratoga." Toilet preparations. Harold Kinmonth, Newark, N. J.

"Peggy Sage." Toilet preparations. Peggy Sage, Inc., New York.

Plastic octagonal threaded bottle cap. Mack Molding Co., Inc., Wayne, N. J.

TRADE MARKS REGISTERED UNDER UNFAIR COMPETITION ACT, 1932

Representation of shield bearing crossed swords with reading matter superimposed on a block triangle having a triangular notch on its upper face. Mouth washes. Vince Laboratories, Ltd., Toronto, Ont.

"Felsnaptha." Soap. Fels & Co., Philadelphia, Pa.

Representation of quadrangular panel, the four sides of which are concave forming sistroid angles at four corners of the panel. Soap. Fels & Co., Philadelphia, Pa.

Wrapper on which is printed successive lines of reading matter in script lettering, each alternate line being inverted so that alternate lines may be read when viewing wrapper from two opposite edges. Quadrangular panel about center of wrapper, with smaller panels opposite each of it sides. Soap. Fels & Co., Philadelphia, Pa.

"Flowerdell." Soaps, perfumes, toilet articles. Soaps-Perfumes, Ltd., Toronto, Ont.

PATENTS

332,786. Cosmetic applicator. Julia T. Dorrance, Los Angeles, Calif.

332,909. Loose powder dispenser. Majestic Metal Specialties, Inc., assignee of Nathan Kasdan and Richard F. Landwehr, co-inventors, all of New York.

332,955 and 332,957. Cosmetic compacts. William R. Tuttle and Charles W. Stickel, co-inventors, both of Rochester, N. Y.

333,192. Molded cap. Anchor Cap & Closure Corp., Long Island City, N. Y., assignee of Louis A. von Till, Brooklyn, N. Y.

333,317. Menthol isolation. John W. Blagden and Walter E. Huggett, co-inventors, both of Ilford, Essex, England.

333,405 and 333,406. Container pouring lip and container seal, respectively. Ferdinand Gutmann & Co., New York, assignee of Jesse Gutmann, New York, and Olaf I. Waring, Flushing, N. Y., respectively.

333,590. Bottle cap. Colt's Patent Fire Arms Mfg. Co., Hartford, Conn., assignee of William F. Schmalz, Rockville, Conn.

333,766. Transparent soap. Henkel & Cie, Gesellschaft mit beschrankter Haftung, Dusseldorf-Holt-Hausen, assignee of Wilhelm Pape, Benrath on Rhine, Germany.

Production Gains in 1932

Canadian production of medicinal and pharmaceutical preparations in 1932 reached a total value of $18,145,573 which was previously exceeded only in the year 1929. Toilet preparations amounted to $5,073,134, which total was exceeded only in 1931. These figures are production at selling price at works exclusive of imports.

Patent and Trade Mark Department

Conducted by HOWARD S. NEIMAN

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT
Perfumer Publishing Co., 432 Fourth Avenue
New York City

Trade Mark Registrations Applied For (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

322,842.—Ace Mfg. Co., Chicago, Ill. (Jan. 16, 1931.)—Toilet preparations.

323,986.—Libby Burstyn, Los Angeles, Calif. (Oct. 1, 1931.)—Cosmetics.

327,374.—Sta-Rite Hair Pin Co., Shelbyville, Ill. (Mar. 24, 1932.)—Wave set lotion.

327,408.—Parfumerie St. Denis, New York. (Mar. 15, 1932.)—Toilet preparations.

329,866.—Paulette Labs., Inc., Brooklyn, N. Y. (Aug. 1, 1932.)—Hair preparations and toilet waters.

331,325.—Uncle Sam Labs., Dallas, Tex., Washington, D. C., and Los Angeles, Calif. (May 8, 1932.)—Scalp oil and tonic.

332,312.—Scovill Mfg. Co., Waterbury, Conn. (Oct. 14, 1932.)—Empty base metal lipstick containers.

333,776.—Societe Cadum, Courbevoie, France. (Jan., 1914.)—Toilet soap.

334,011.—James H. Hodson, doing business as Nanpanton Supply Co., Wetaskiwin, Alberta, Can. (Nov. 23, 1931.)—Hair restorer.

334,715.—National Cellulose Corp., New York. (Jan. 27, 1933.)—Cleansing tissues.

336,354.—Richard Hudnut, New York. (Aug., 1900; Jan., 1903; Mar. 7, 1914; Apr. 13, 1914; May 24, 1915; Apr., 1929.)—Toilet preparations.

336,525.—Sara Hull Bentley, Chicago, Ill. (Mar. 1, 1933.)—Deodorant talc.

336,662.—S. S. Pierce Co., Boston, Mass. (Apr. 3, 1926.)—Toilet preparations.

337,084.—Nopco Labs., Inc., Harrison, N. J. (Dec. 29, 1929.)—Flavoring extracts.

337,183.—Fuld Bros., Inc., Baltimore, Md. (Nov. 1, 1932.)—Soaps.

Trade Marks

337,271.—Sheffield Dentifrice Co., New York and New London, Conn. (Apr. 15, 1933.)—Toilet preparations.

337,306.—Nippon Shono Kabushiki-Kaisha, Kobe, Japan. (1918.)—Camphor and camphor oil.

337,579.—Diehl Research Labs., Ltd., Los Angeles, Calif. (Jan. 26, 1933.)—Shaving cream.

337,689.—Mary Chess, Inc., New York. (Oct. 1, 1932.)—Toilet preparations.

337,733.—Davis & Lawrence Co., New York. (1912.)—Artificial vanilla flavoring.

337,782, 337,783.—Herbert H. Harris, New York. (Apr. 29, 1933.)—Cosmetics.

337,832, 337,834, 337,835.—Campana Corp., Batavia, Ill. (May 10, 1933; Jan. 1, 1895, for skin lotions.)—Creams for use before shaving and toilet soaps; cleaning tissues; and toilet preparations.

337,929, 337,930.—Pinaud, Inc., New York. (Apr. 19, 1933.)—Toilet preparations.

337,940.—Fay Wood Corp., New York. (Oct. 6, 1932.)—Toilet preparations.

337,977.—Abraham A. Oestreich, doing business as Travis Co., New York. (Mar. 8, 1933.)—Shaving cream.

337,997.—Frank De Lugach, doing business as Dee's Mfg. Co., Chicago, Ill. (Apr. 15, 1933.)—Tooth paste.

338,035.—E. Daltroff & Cie, doing business as Parfumerie Caron, Paris, France. (Mar. 11, 1933.)—Toilet preparations.

338,174.—William Hansen, New York, assignor to Julius Schmid, New York. (Mar. 1, 1933.)—Rouge compacts and lipsticks.

338,193.—Kelp-Ine Products Corp. of America, Seattle, Wash. (Oct. 1, 1932.)—Soap.

338,232.—Stanton Labs., Brooklyn, N. Y. (Feb. 1, 1932.)—Greaseless skin cream.

338,312.—Morris Cohn, doing business as Pine-Odeur Products Co., Belleville, N. J. (June 22, 1932.)—Bath salts.

338,354.—Buromin Co., Pittsburgh, Pa. (May 23, 1933.)—Perfumed water softening chemical for bath or laundry.

338,409.—Mrs. James A. Gammage, doing business as Glo-Ri-Glo Supply Co., Hopewell, Va. (May 24, 1933.)—Cosmetics.

338,481.—Bourjois, Inc., New York. (Feb. 16, 1933.)—Toilet preparations.

338,496.—Jennie E. Pinckney Jones, New York. (Oct. 18, 1928.)—Hair growing preparation.

338,526.—Los Angeles Soap Co., Los Angeles, Calif. (Feb. 10, 1933.)—Soap.

338,587.—Sudite Chemical Mfg. Corp., Charlotte, N. C. (Oct. 29, 1932.)—Soap preparation.

338,601.—Jacob Friscia, Brooklyn, N. Y. (Aug. 1, 1932.)—Preparation for growing hair.

338,651, 338,652.—Percival E. Falkingham, New York. (May 26, 1933.)—Toilet preparations.

338,663, 338,664.—Parfumerie Roger & Gallet, Societe Anonyme, doing business as Roger & Gallet, Paris, France. (Dec. 13, 1932.)—Toilet soaps and toilet preparations, respectively.

338,675.—Wildroot Co., Inc., Buffalo, N. Y. (May 10, 1933.)—Antiseptic.

338,686.—Philip L. Blazer, doing business as Footlight Products Co., Chicago, Ill. (July 1, 1926.)—Toilet preparations.

338,700.—Edward J. O'Connor, St. Louis, Mo. (Apr. 19, 1933.)—Depilatories.

338,707.—Agnes Ann Wilson, doing business as Sugarland Products Co., San Antonio, Tex. (Mar. 4, 1933.)—Soap.

338,783.—Samuel N. Langdoc, doing business as Triple-L Chemical Co., St. Louis, Mo. (May 1, 1933.)—Hair dressing.

338,794.—Vincent Romagnoli, doing business as Sherman Rider Co., Detroit, Mich. (June 2, 1933.)—Hair tonic.

338,835.—Haskins Bros. & Co., Omaha, Neb. (Jan., 1885.)—Hand soap.

Trade Mark Registrations Granted (Act of March 19, 1920)

These registrations are not subject to opposition:

M305,290.—Leonard B. Krick, doing business as Mador, Inc., Chicago, Ill. (July 1, 1932. Serial No. 334,063.)—Brushless shaving cream and skin soap.

M305,292.—Wm. T. Knott Co., Inc., New York. (May 23, 1932. Serial No. 328,176.)—Toiletries.

Patents Granted

Consideration of space prevents our publishing numerous claims and specifications connected with these Patents. Those interested can secure copies of patents by ordering them by number at 10c each from Commissioner of Patents, Washington, D. C.

1,918,243. Stopper. Félicie Eugénie Amélie Wanpouille Bergaud, Paris, France, assignor to Caron Corp., New York, N. Y.

1,918,307, 1,918,308. Bottle closure and container. Calvin R. Webber, New York, N. Y., assignor to The Packer Manufacturing Co., Inc., New York, N. Y.

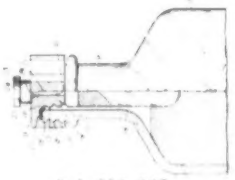
Patents


D 90,343

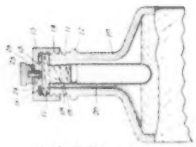

D 90,431

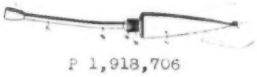

D 90,464


P 1,918,243


P 1,918,307


P 1,918,746

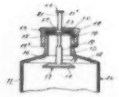

P 1,918,308


P 1,918,706


P 1,919,887


P 1,919,712


P 1,919,486


P 1,919,044


P 1,920,893


P 1,920,199


P 1,921,021

1,918,706. Applicator. Herman B. Lermer, Newark, N. J., assignor to Hygienic Tube & Container Co., Newark, N. J.

1,918,746. Self-closing paste tube. John Gaglio, Pittsburg, Calif.

1,919,044. Paste tube with measuring device and captive cap. Harry A. Schell, Philadelphia, Pa.

1,919,486. Compact. Samuel Storch, Brooklyn, N. Y.

1,919,712. Closure for collapsible tubes. Donald E. Dunlop, San Francisco, Calif.

1,919,785. Holder for cosmetics. Albert Hagel, Newark, N. J., assignor to Consolidated Safety Pin Co., Bloomfield, N. J.

1,919,887. Rouge applicator. George A. Gleeson, Chicago, Ill.

1,920,199. Closure for collapsible tubes and the like. Charles J. Jesnig, Philadelphia, Pa.

1,920,494. Manufacture of coumarin. Edgar C. Britton and William Robert Reed, Midland, Mich., assignors to The Dow Chemical Co., Midland, Mich.

1,920,893. Powder compact. Alfred P. Rudolph, Denver, Colo.

1,921,021. Method of connecting a collapsible cellophane tube to a metallic dispensing terminal. George W. Bungay, Plainfield, N. J., assignor to Aluminum Co. of America, Pittsburgh, Pa.

1,921,676. Detergent composition of matter. Maxwell M. Kahn, Belleville, N. J.

Designs Patented

90,343. Bottle or the like. Paul H. Schoppel, New York, N. Y.

90,431. Design for a container cap. Georges Wilmet, New York, N. Y., assignor to Armstrong Cork Co., Lancaster, Pa.

90,464. Design for a bottle. Simon de Vaulchier, New York, N. Y., assignor to Godefroy Manufacturing Co., St. Louis, Mo.

P. & G. Must Abandon "Chipso" Mark

Holding that the trade mark "Chipso" is confusingly similar to the previously registered mark "Chase-O," the Commissioner of Patents has ruled that Procter & Gamble Co., Cincinnati, must abandon the use of "Chipso" on soap flakes and granules.

The J. I. Prescott Co., Passaic, N. J., had petitioned for the cancellation of the "Chipso" mark, on the ground that it had registered "Chase-O" for use on detergent crystals in 1913, eight years prior to the registration of "Chipso." It was brought out that as sales of "Chipso" increased, sales of "Chase-O" declined, and dealers testified that there was confusion in the trade over the two products.

The "Perfect Tooth Paste"

An unknown expert (*Manufacturing Chemist*, May, 1933, p. 140) gives the "perfect formula" for a tooth paste. He tabulates the constituents thus: 1. Base, 2. Binder, 3. Lubricant, 4. Sweetener, 5. Diluent, 6. Flavor. A perfect formula is given as follows: Ppt. chalk 46.75%, bentonite or wilkinite 3.75%, gum tragacanth (5%) mucilage 3.75%, medicated paraffin 1.5%, saccharin 550 0.03%, water 45%, flavor, 0.3%. The author further suggests that a bleaching paste can be made by adding 0.25 lbs. per 100 lbs. of paste of magnesium peroxide. The information given is excellent, especially for the novice.

Standards for Spearmint Oil

L. E. Warren (*Jour. Am. Ph.A.*, XXII, 4, 296) investigated the constants of oil of spearmint and found that the minimum standards for optical rotatory power and carvone content of the U.S.P. X. oil of spearmint are lower than the market quality of the product warrants. It is believed that an optical rotation of -48° to -59° and a minimum requirement for carvone content of not less than 50 per cent would be warranted.

DESIDERATA

By

Maison G. de Navarre, Ph.C., B.S.

Skin Peeling

In the Fall of the year, there is always a certain amount of demand for a good skin peeling preparation. Since the compounds used in these preparations are dangerous in the hands of the inexperienced, the use of, or, the manufacture of such preparations is not recommended. In England, it appears to be a practice to make these preparations for public use by the chemist or pharmacist. In this country, however, the great amount of friction between the medical profession and the cosmetic manufacturers on this point has almost removed this type of preparation from the hands of the novice and placed it in the hands of the medical practitioner. Let's leave it this way, since after all is said and done, the doctor is best qualified to peel skin.

Cucumber Creams

The method of manufacture of cucumber juice can be found in almost any formulary, which likewise recommend it to be added to creams in the place of water. However, to-day, synthetic cucumber perfumes have largely replaced cucumber juice, but it must be remembered that the former are not as effective as cucumber juice to whiten the skin and keep it in clear condition. Used together, they produce excellent results. Rose or violet perfume blend well with cucumber creams.

Lemon Lotions

Old-fashioned lemon lotions still have their place in cosmetics. A useful lotion is made with 2.5% citrous pectin, 5 to 10% lemon juice and sufficient preservative, such as any of the para esters of hydroxy benzoic acid. Apply the lotion with massage. It's good for sallow, tanned or freckled skin.

For the Feet

A foot powder to prevent excessive perspiration can be compounded from alum, boric acid, talc and thymol chloride. Menthol is often added to act as a cooling agent. Thymol chloride is an excellent antiseptic, and since foetid perspiration is due more or less to decomposing skin, an antiseptic is quite essential. Boric acid likewise fills the need. Alum acts as an astringent, and the quantity varies appreciably. About 5 to 10% is usually sufficient.

Quinine Oleate for Sunburn

Various deep red or orange colored oil solutions of quinine oleate in any fruit, nut or kernel oil, such as avocado, maize, coconut, cherry pit or peanut oil, will prevent sunburn. About 3 to 5% is usually used.

Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)
(See last page of Soap Section for Prices of Soap Materials)

ESSENTIAL OILS

Almond Bit., per lb.	$2.20@	$2.40
S. P. A.	2.50@	2.75
Sweet True	.60@	.63
Apricot Kernel	.24@	.30
Amber, crude	.24@	.30
rectified	.50@	.60
Ambrette, oz.	46.00@	
Amyris balsamifera.	2.20@	2.80
Angelica	22.00@	35.00
Anise, U. S. P.	.43@	.45
Araucaria	1.75@	1.85
Aspic (spike) Span.	.55@	.65
French	.70@	.90
Balsam Peru	6.00@	
Balsam, Tolu, oz.	4.25@	
Basil (oz.)	2.35@	
Bay	1.65@	2.00
Bergamot	1.80@	2.15
Birch, sweet N. C.	1.50@	1.75
Penn. and Conn.	2.15@	3.00
Birchtar, crude	.15@	
Birchtar, rectified	.50@	.55
Boise de Rose	1.10@	2.65
Cade, U. S. P.	.28@	.32
Cajeput	.55@	1.00
Calamus	3.25@	
Camphor "white"	.21@	.24
Cananga,Java native	2.20@	2.35
"	2.75@	3.00
Caraway	2.00@	
Cardamom, Ceylon.	14.00@	25.00
Cascarilla	60.00@	
Cassia, 80@85 p. c.	1.05@	
rectified, U. S. P.	1.25@	1.40
Cedar leaf	.70@	.75
Cedar wood	.33@	.38
Cedrat	4.15@	
Celery	9.50@	11.50
Chamomile (oz.)	3.00@	7.00
Cherry laurel	12.00@	
Cinnamon, Ceylon	8.00@	13.50
Cinnamon, Leaf	2.25@	
Citronella, Ceylon	.43@	.48
Java	.50@	.56
Cloves Zanzibar	.94@	1.00
Cognac	18.00@	21.00
Copaiba	.57@	.62
Coriander	4.50@	
Croton	2.60@	3.00
Cubebs	3.00@	
Cumin	7.25@	7.75
Curacao peels	5.25@	
Curcuma	3.00@	
Cypress	4.35@	4.75
Dillseed	3.15@	3.40
Elemi	1.45@	
Erigeron	1.30@	1.60
Estragon	38.00@	
Eucalyptus	.28@	.30
Fennel, Sweet	1.20@	1.40
Galbanum	26.00@	
Galangal	24.00@	
Geranium, Rose		
Algerian	4.50@	4.60
Bourbon	4.70@	5.00
Spanish	16.00@	
Turkish	1.85@	2.10
Ginger	3.65@	3.90
Gingergrass	3.00@	3.15
Grape Fruit	2.85@	
Guaiac (Wood)	2.35@	
Hemlock	.73@	.80
Hops (oz.)	9.00@	
Horsemint	2.85@	
Hyssop	40.00@	
Juniper Berries	1.40@	1.65
Juniper Wood	.60@	.62
Laurel	15.00@	
Lavender, English	32.00@	
French	1.80@	3.50
Lemon, Italian	1.05@	1.40
Calif.	.75@	.90
Lemongrass	1.20@	1.45
Limes, distilled	7.50@	8.50
expressed	11.00@	11.75
Linaloe	1.60@	1.75
Lovage	27.50@	
Mace, distilled	1.25@	
Mandarin	4.75@	7.50
Marjoram	6.25@	
Melissa	5.00@	
Mirbane	.15@	
Mustard, genuine	8.50@	10.00
artificial	1.85@	2.00
Myrrh	10.00@	
Myrtle	4.00@	
Neroli, Bigarade, p.	90.00@	150.00
Petale, extra	120.00@	175.00
Niaouli	3.45@	
Nutmeg	1.25@	
Olibanum	6.50@	
Orange, bitter	1.70@	2.00
sweet, W. Indian.	1.35@	1.65
Italian	1.40@	1.75
Spanish	2.80@	3.00
Calif. exp.	1.10@	1.25
dist.	.60@	
Origanum, Spanish.	.70@	.90
Orris root, con (oz.)	4.00@	5.00
Orris root, abs. (oz.)	35.00@	50.00
Orris Liquid	18.00@	25.00
Parsley	6.50@	
Patchouli	3.25@	3.65
Pennyroyal, Amer.	2.00@	2.25
French	1.40@	
Pepper, black	6.50@	
Peppermint, natural	3.20@	3.60
redistilled	3.85@	4.00
Petitgrain	1.10@	1.45
French	2.10@	2.60
Pimento	1.20@	1.50
Pine cones	3.00@	
Pine needles, Siberia	.85@	
Pinus Sylvestris	2.00@	2.15
Pumilionis	2.20@	
Rhodium, imitation.	2.00@	4.50
Rose, Bulgaria (oz.)	6.00@	20.00
Rosemary, French	.38@	.42
Spanish	.26@	.35
Rue	2.50@	
Sage	2.15@	
Sage, Clary	30.00@	
Sandalwood, East		
India	6.00@	7.00
Australia	3.00@	
Sassafras, natural	.85@	.90
artificial	.24@	.26
Savin, French	1.85@	2.00
Spearmint	1.50@	1.75
Snake Root	8.00@	10.00
Spruce	.73@	.80
Styrax	7.00@	
Tansy	2.20@	2.35
Thyme, red	.60@	.70
White	.70@	1.00
Valerian	10.00@	
Verbena	3.75@	7.00
Vetivert, Bourbon	5.00@	6.00
Java	10.00@	25.00
East Indian	30.00@	
Wine, heavy	1.40@	
Wintergreen, S'thern	3.00@	
Penn. & Conn.	5.00@	8.00
Wormseed	2.25@	2.60
Wormwood	3.25@	3.50
Ylang-Ylang, Manila	29.00@	35.00
Bourbon	4.00@	8.00

TERPENLESS OILS

Bay	4.00@	
Bergamot	6.00@	
Clove	4.00@	5.00
Coriander	20.00@	
Geranium	8.00@	12.50
Lavender	5.50@	8.00
Lemon	6.75@	14.50
Lime, Ex.	50.00@	
Orange, Sweet	78.00@	90.00
bitter	90.00@	115.00
Petitgrain	4.00@	
Rosemary	2.50@	3.75
Sage, Clary	90.00@	
Vetivert, Java	35.00@	
Ylang-Ylang	28.00@	35.00

OLEO-RESINS

Benzoin	2.50@	5.00
Capsicum, U. S. P. VIII	2.65@	3.00
Alcoholic	3.00@	
Cubeb	3.25@	
Ginger, U.S.P. VIII	2.00@	
Alcoholic	3.25@	
Malefern	1.45@	1.60
Oak Moss	6.00@	15.00
Olibanum	3.25@	
Orris	17.00@	28.00
Patchouli	16.50@	18.00
Pepper, black	4.00@	4.60
Sandalwood	16.00@	
Vanilla	5.00@	7.50

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	2.00@	
Acetophenone	2.00@	3.00
Acetyl Iso-eugenol	9.00@	
Alcohol C 8	14.00@	20.00
C 9	26.00@	40.00
C 10	18.00@	30.00
C 11	30.00@	40.00
C 12	14.00@	25.00
Aldehyde C 8	28.00@	
C 9	45.00@	70.00
C 10	30.00@	60.00
C 11	35.00@	50.00
C 12	32.00@	60.00
C 14 (so-called)	15.00@	35.00
C 16 (so-called	17.50@	30.00
Amyl Acetate	.85@	1.00
Amyl Butyrate	1.00@	1.25
Amyl Cinnamate	2.50@	
Amyl Cinnamic Aldehyde	3.90@	4.00
Amyl Formate	1.60@	1.90

Amyl Phenyl Acetate	3.60@	4.00
Amyl Salicylate....	.75@	
Amyl Valerate	2.40@	
Anethol	1.15@	1.25
Anisic Aldehyde ...	3.35@	
Benzaldehyde, U.S.P.	1.45@	
F. F. C.	1.55@	1.90
Benzophenone	2.00@	4.00
Benzyl Acetate	.70@	.85
Benzyl Alcohol	.95@	1.50
Benzyl Benzoate ...	1.05@	2.00
Benzyl Butyrate ...	5.50@	6.25
Benzyl Cinnamate ..	7.00@	9.00
Benzyl Formate ...	2.90@	3.25
Benzyl Iso-eugenol..	18.00@	27.00
Benzyl Propionate..	2.25@	3.00
Benzylidenacetone .	2.50@	4.00
Borneol	1.60@	2.25
Bornyl Acetate	1.75@	8.00
Bromstyrol	4.00@	5.00
Butyl Acetate	.60@	
Butyl Propionate ..	2.00@	
Butyraldehyde	12.00@	
Carvene	1.15@	
Carvol	3.25@	4.00
Cinnamic Acid	4.00@	
Cinnamic Alcohol ..	2.85@	3.50
Cinnamic Aldehyde.	2.50@	3.50
Cinnamyl Acetate ..	10.00@	12.00
Cinnamyl Butyrate.	12.00@	14.00
Cinnamyl Formate.	13.00@	
Citral C. P.	2.00@	3.00
Citronellal	2.40@	3.00
Citronellol	2.25@	2.75
Citronellyl Acetate..	3.75@	
Coumarin	3.50@	
Cuminic Aldehyde .	62.00@	
Dibutylphthalate ..	.30@	.36
Diethylphthalate ..	.32@	.37
Dimenthyl Anthranilate	6.25@	7.00
Dimethyl Hydroquinone	3.75@	5.00
Dimethylphthalate .	.50@	.60
Diphenylmethane ..	1.75@	2.45
Diphenyloxide	1.20@	
Ethyl Acetate	.30@	.50
Ethyl Anthranilate.	5.50@	6.00
Ethyl Benzoate ...	1.20@	
Ethyl Butyrate	1.00@	
Ethyl Cinnamate ..	4.00@	
Ethyl Formate	1.00@	1.25
Ethyl Propionate ..	1.40@	2.50
Ethyl Salicylate ..	1.15@	2.50
Ethyl Vanillin	15.00@	20.00
Eucalyptol	.60@	1.00
Eugenol	2.60@	3.50
Geraniol, dom.	2.00@	6.00
Geranyl Acetate ...	2.90@	4.00
Geranyl Butyrate ..	5.00@	10.00
Geranyl Formate ..	4.25@	10.00
Heliotropin, dom. ..	2.10@	2.40
foreign	2.50@	
Hydratropic Al'hyde	25.00@	27.50
Hydroxycitronellel .	3.60@	10.00
Indol, C. P. ... (oz.)	2.25@	5.00
Iso-borneol	2.30@	
Iso-butyl Acetate ..	2.65@	
Iso-butyl Benzoate .	2.75@	3.25
Iso-butyl Salicylate.	3.00@	6.00
Iso-eugenol	3.50@	4.50
Iso-safrol	1.75@	
Linalool	1.90@	2.75
Linalyl Acetate 90%	2.50@	2.75
Linalyl Benzoate ..	10.50@	
Linalyl Formate ..	10.00@	12.00
Menthol, Japan ...	3.00@	3.85
Synthetic	2.25@	3.00
Methyl Acetophenone	2.20@	3.00
Methyl Anthranilate	2.50@	3.00
Methyl Benzoate ..	1.40@	1.75
Methyl Cinnamate .	3.00@	
Methyl Eugenol ...	2.90@	6.75
Methyl Heptenone..	3.75@	6.00
Methyl Heptine C'b.	20.00@	36.00
Methyl Iso-eugenol.	8.50@	12.50
Methyl Octine Carb.	24.00@	32.00
Methyl Paracresol .	4.65@	6.00
Methyl Phenylac'tate	2.65@	3.00
Methyl Salicylate..	.42@	.50
Musk Ambrette ...	6.50@	7.50
Ketone	7.50@	9.50
Xylene	2.50@	3.00
Nerolin (ethyl ester)	1.50@	1.75
Nonyl Acetate	48.00@	
Octyl Acetate	32.00@	
Paracresol Acetate.	5.25@	6.00
Paracresol Methyl Ether	3.50@	5.00
Paracresol Phenyl-Acetate	14.00@	20.00
Para Cymene. (gal.)	1.25@	1.65
Phenylacetaldehyde 50%	5.00@	7.00
100%	8.50@	10.50
Phenylacetic Acid .	2.50@	4.00
Phenylethyl Acetate	7.00@	10.00
Phenylethyl Alcohol	4.25@	4.75
Phenylethyl But'rate	12.00@	16.00
Phenylethyl Formate	18.00@	
Phenylethyl Propionate	12.00@	
Phenylethyl Val'rate	16.00@	
Phenylpropyl Acet..	8.00@	11.00
Phenylpropyl Alc'hol	6.00@	12.00
Phenylpropyl Aldehyde	8.00@	12.00
Rhodinol	8.00@	20.00
Safrol	.32@	.36
Santalyl Acetate ..	22.50@	
Skatol, C. P... (oz.)	7.00@	10.00
Styralyl Acetate ..	20.00@	
Styralyl Alcohol ..	20.00@	
Terpineol, C. P.....	.36@	.40
Terpinyl Acetate ..	.90@	1.15
Thymene	.35@	
Thymol	1.90@	2.75
Vanillin (clove oil).	4.65@	5.50
(guaiacol)	4.40@	5.00
Vetiveryl Acetate ..	21.00@	25.00
Violet Ketone Alpha	5.00@	10.00
Beta	5.50@	8.00
Methyl	5.25@	8.00
Yara Yara (methyl ester)	1.50@	1.75

BEANS

Tonka Beans, Para.	1.15@	1.40
Angostura	2.40@	2.50
Vanilla Beans		
Mexican, whole ..	3.00@	4.50
Mexican, cut	2.50@	2.75
Bourbon, whole ..	1.00@	1.25
South American..	2.00@	2.50

DRUGS AND SUNDRIES

Acetone	.11@	.15
Alcohol, 190-pf. gal.	2.37½@	2.63½
Almond meal	.21@	.25
Alum, potash	.03¼@	.03½
Aluminum chloride.	.10@	
Ambergris	32.50@	Nom.
Balsam, Copaiba ...	.30@	.33
Peru	1.30@	1.50
Tolu	.90@	1.15
Fir, Canada, gal..	9.00@	12.00
Oregon	1.00@	1.20
Beeswax, white	.40@	.45
Yellow	.24@	.30
Bismuth sub-nitrate	1.25@	
Boric acid, ton.....	105.00@	115.00
Calamine	.16@	.20
Calcium, phosphate.	.08@	.08¾
Ph'phate, tri-basic	.13.@	.15
Sulfate	.03¾@	.04
Camphor	.53@	.65
Cardamon seed	.65@	
Castoreum	17.50@	
Chalk, precip.	.03½@	.06½
Cetyl Alcohol	.75@	1.50
Cherry laurel water, gal.	1.25@	
Citric acid	.35@	.40
Civet, ounce	3.75@	4.50
Cocoa buter	.18@	.20
Clay, Colloidal	.03@	.03½
Formaldehyde	.06½@	
Fuller's Earth, ton..	16.00@	30.00
Formic acid	.12@	.16
Fatty Acids (See Soap Sec.)		
Guarana	.75@	1.25
Gum Arabic, white.	.20@	.22
amber	.09½@	.12
Gum Benzoin, Siam	1.30@	1.50
Sumatra	.24@	.30
Gum galbanum ...	1.05@	1.15
Gum myrrh	.25@	.40
Henna, powd.	.14@	.28
Hydrogen peroxide.	.05@	.08
Kaolin	.06@	.08
Labdanum	3.50@	5.50
Lanolin, hydrus ...	.18@	.22
anhydrous	.20@	.24
Lavender flowers ..	.24@	.55
Magnesium, Carbonate	.06¾@	.07½
Stearate	.19@	.25
Sulfate	.02½@	.03
Musk, ounce	15.00@	25.00
Oils, vegetables (See Soap Sec.)		
Olibanum, tears ...	.13@	.30
siftings	.08@	.13
Orange flower water, gal.	1.50@	
Orange flowers	.40@	1.00
Orris root, powd. ..	.20@	.75
Paraffin	.03½@	.05
Patchouli leaves ...	.16@	.20
Petrolatum, white..	.06½@	.10½
Phenol	.16@	.20
Potassium, carbonate	.13@	.16
Hydroxide (See Soap Sec.)		
Quince seed	.90@	1.50
Reseda flowers	1.50@	1.65
Rhubarb root, powd.	.28@	.50
Rice starch	.12@	.15
Rose leaves, red ..	.55@	.85
pale	.40@	.50
Rose water, gal. ...	1.25@	
Salicylic acid	.40@	.45
Sandalwood, chips ..	.45@	.50
Saponin	1.75@	
Soap, neutral white	.19@	.23
Sodium, Carb. crys..	.01¾@	.02¼
Phosphate,tri-basic	.03½@	.04
Spermacetti	.22@	.25
Styrax	.40@	3.25
Sulfur, precip.	.17@	.20
Tartaric acid	.27@	.30
Titanium oxide ...	.22@	.25
Tragacanth, No. 1..	1.20@	1.50
Triethanolamine ...	.45@	.50
Venice turpentine, gal.	.30@	
Vetivert root	.30@	
Violet flowers	.95@	1.15
Zinc, Peroxide	.18@	.21
Oxide	.13½@	.15
Stearate	.21@	.28

New York Market Report

THE market for essential oils was very active early in the month, but later demand subsided to some extent. Rapidly advancing prices and higher exchange values were a stimulus to buying during late July and early August. Toward the middle of the month both the advance in prices and the rise in exchange values slackened considerably, and with consumers well supplied with oils bought in anticipation of a continued rise, the market slackened materially. Prices did not recede however, save in a few exceptional cases. In general, they are now at the highs of the current movement, and while still low as compared with the levels of a "normal" market, they are materially more favorable to sellers than has been the case for the last two years.

Floral oils are generally firm. The advance in exchange levels raised prices on this group to some extent, and there has been a more active inquiry from consumers as well. The result is a firm market in spite of the fact that actual trades were chiefly in small or at best moderate lots. Seed and spice oils are strong with clove firm, ginger quite sharply higher and the minor oils on the list tending to advance on inquiry.

The domestic group which has been featured by the advancing price of peppermint has received a slight set back due to the actual opening of production of new crop oil. The country has offered peppermint cheaper for shipment and spot is also below the high point reached two or three weeks ago. Spearmint is firm. Pennyroyal and tansy have been advanced sharply. Reports indicate no better than a moderate crop of wormseed and the price of this item is higher. There has been some very good buying in the citrus oil group and prices are steadier on lemon and slightly higher on orange. Hot weather aided consumption materially, with the result that consumers in the carbonated beverage industry were in the market for additional supplies to some extent.

The soap makers' group of oils are all higher principally on advancing exchange levels and firm cables from primary points. No heavy buying is reported, although some good forward transactions in citronella and lemongrass with Western soap interests are rumored.

In general, the entire market is firm despite slackened demand, and prices seem likely to advance further upon any moderate resumption of buying which may take place during the next few weeks.

Synthetics and Derivatives

The market has not moved as rapidly as that for essential oils, principally because the items are not so speculative nor so greatly dependent upon conditions outside the manufacturing industry. Prices, however, have stiffened materially on some items and are much firmer throughout the list due to improved inquiry and greater confidence on the market of both buyers and sellers in the future market. Much of the cheap material offered both at resale and direct has either been absorbed or withdrawn from trading with the result that prices are largely set by manufacturers and importers whose views are much firmer than they have been.

Citral is slightly higher owing to sharp strength in the raw material. There are reports of business in lower grade geraniol for soaps at well above the levels at which previous sales were reported. Linalool is also in a firmer position although inquiry for it is not brisk. Benzyl derivatives have moved up in the lower brackets although for high grade material, there has been little change in quotations.

The finer and less widely sold items have shared the position of the market to some extent and most of them look firmer without actually having advanced. Prices on musks are firm. Phenethyl alcohol is in improved demand. Makers of specialties are active in the market for the higher aldehydes, but demand from actual producers of perfumes and toilet preparations is still slack and confined to small lots.

Canadian Toiletries Imports Lower

Imports into Canada of alcoholic toilet preparations declined from $148,433 Canadian in 1931 to $104,089 in 1932. France was the chief source, with respective shipments of $107,029 and $76,508. The United States followed with $25,325 and $15,650, while United Kingdom figures declined similarly from $10,952 to $6,652.

The bulk of the import trade is in non-alcoholic preparations, which totaled $964,024 Canadian in 1931, but dropped to $632,902 in 1932. The United States led in this category, supplying $614,054 in 1931 and $347,401 in 1932. Less sharp recessions were shown in the French and the British shipments, the former being $158,218 and $117,223 in the respective years, and the latter being $180,503, against $159,720. A great part of the trade in the non-alcoholic preparations is in ingredients and partly-manufactured articles. Tooth powders, pastes and washes, pomatums and hair oils form a considerable percentage of the totals. (*Consul Donald C. Woods, Toronto.*)

Imports to Netherland India Rise

Imports of toilet preparations into Netherland India in the first quarter of 1933 showed a remarkable increase of 48 per cent in weight, but declined 5 per cent in value. Germany's position as supplier of hair oil, hair dyes, mouthwash, toilet water, etc., was fairly well maintained, about 45 per cent of the total imports of this group coming from that country. However, in the group embracing pomades, tooth pastes, powder, etc., the United States was the leading supplier, with 25 per cent of the total imports to its credit, Germany, with 19 per cent, followed closely by Hong Kong with 17 per cent. As far as quantity was concerned, Hong Kong obtained about 60 per cent of the total; this was entirely due to the importation from that country of cheap soaps, pomades, powders, etc. (*Trade Commissioner Richard P. Hendren, Batavia.*)

Ceylon's Essential Oil Trade

Exports of citronella oil from Ceylon declined slightly from 1,280,000 ounces in 1931 to 1,200,000 ounces in 1932, according to official statistics just issued. On the other hand, Ceylon's exports of cinnamon leaf oil increased from 2,060,000 to 2,310,000 ounces in that period. Exports of cinnamon oil itself, however, declined greatly—from 194,000 ounces in 1931 to 13,212 ounces in 1932.

Soap Industry Section

CONDUCTED BY Dr. E.G.THOMSSEN

Millable Soap Containing Alkali Phosphate

PETER KREBITZ, Muenchen, Germany. German Patent No. 543,761. The water in the congealed, colloidal, soap system, for example as exists in the case of a grained soap or a curd soap, must be removed by drying before the soap can be milled. It is well known that the addition of substances, which combine with water, for example calcined soda, dehydrated sodium sulfate or the like, to soap or soap solutions will give dry detergent preparations. Whether these water-combining substances are mixed in during or after the saponification of the fats and oils with alkali is immaterial. Hard, brittle products are normally formed when the mixture is cooled, and these products can then be ground or comminuted in some other manner and then pressed into cakes or the like by means of high pressure. However, the soap cannot be milled in the ordinary manner and cut into cakes.

It is also known that dry, non-caking and non-sweating soaps can be manufactured by adding approximately ten per cent of water-combining substances to the liquid coconut oil or tallow soap. Calcined sodium carbonate is advantageously used for this purpose.

Other methods have been used in making these soaps, but none of them has been able to avoid the step of drying the card soap. Thus, for example, large proportions of kaolin, kieselguhr, talc, alumina and the like, as well as dextrin, potato flour, starches, sugar, etc., with or without the addition of water glass, are mixed with a suitable soap base to make products which can be milled. Nevertheless, even in this case it is not possible to avoid partial drying of the grained soap. Furthermore, the products are of little or no detergent value.

The new process of making these soaps avoids the ground with ten kilograms of anhydrous disodium ing to the water-containing soap, intended for subsequent milling, substances which not only do not injure the state of the soap system, but improve it markedly and give a product which can be milled. These substances combine chemically with the water in part (water of crystallization) and they partially result in a change of the soap system, so that the internal friction of the fatty acid salts is increased and so an agglomeration of the particles takes place and the mass becomes stiffer in spite of residual water still present in it. Anhydrous sodium phosphate is recommended as such a substance; potassium phosphate may also be used in certain cases. However, according to experience, a curd soap or a grained soap, which contains more than 0.8 per cent of sodium chloride, cannot be milled without difficulty. The product is unseemly in appearance, scaly, full of bubbles, etc., while the sodium chloride content or the sodium sulfate content is increased still further, the soap becomes very short and crumbly during milling or it falls to pieces immediately after leaving the plodders. This fact did not encourage the thought that it might be possible to make a good, millable soap containing alkali phosphate.

It was found, however, that the addition of seven to fifteen per cent of anhydrous trisodium phosphate, or of anhydrous disodium phosphate or sodium pyrophosphate with due consideration of the free alkali content of the soap, the proportion of the salt varying according to the composition of the stock and the water contained in the curd or grained soap as well as on the degree of dehydration of the sodium phosphate, is sufficient to give a product which can be milled well and gives bars emerging from the plodders in satisfactory condition.

The soaps that are obtained in this manner do not have to be dried before they are milled. This is the principal advantage. Furthermore, the detergent properties of the soap are materially improved by the addition of the phosphate. A considerable saving is effected due to the elimination of the drying process.

Thus, for example, one hundred kilograms of grained soap chips are mixed with approximately thirteen kilograms of anhydrous trisodium phosphate, and the mixture is colored, perfumed and milled in the usual manner.

Then again one hundred kilograms of curd soap, containing approximately 64 per cent fatty acid, are ground with ten kilograms of anhydrous disodium phosphate or the corresponding proportion of sodium pyrosphosphate, and processed further in the usual manner. The same proportion of grained soap may be mixed with twelve to fifteen per cent of calcined trisodium phosphate. The mixture is then milled in the usual manner.

Norway Fixes Season's Whale Oil Output

The Norwegian Whaling Association has now fixed the total production of whale oil for next season at 1,815,000 barrels. It is estimated that the probable catches of companies which do not belong to the association will be: Unilever, Ltd., 350,000 barrels; Salvesen & Co., 300,000 barrels; Irwin & Johnson, 125,000 barrels; Suderoy Co., 50,000 barrels, total, 825,000.

Perfumes in Soaps

Supplementary Article Classifying the Materials Discussed in the Recent Series

by Dr. Paul Jellinek, Vienna

THE author has discussed in these columns in a series of articles the results of his observations concerning the behavior of perfumes in soaps. These discussions have been couched in the form of a continuous description of the most important perfumes, which are used in making perfumed toilet soaps, essential oils, natural extracts (resinoids) and synthetic aromatics, all arranged in alphabetical order. Milled soaps and cold-made soaps were perfumed in each case with one per cent of the perfume that was being investigated. Then the cakes of soap were observed over a period of approximately two years, both wrapped and unwrapped.

The idea suggested itself to the author that it would be valuable from the practical, technical standpoint* to arrange the results of his investigations in such form, that the different perfumes are classified in a series of groups. These groups are selected on the basis of the various requirements, which are demanded of the various perfumes and aromatics which are incorporated in soaps.

The perfumes were, therefore, arranged in two groups. The first group contained various perfumes, which were classified in sub-groups according to their behavior in the soap with respect to their stability of odor and color. The second group contained various perfumes, likewise classified in sub-groups according to the suitability of the perfumes for use in making various types of soaps.

The perfumes themselves in these sub-groups are divided into three classes, namely essential oils, extracts and synthetic aromatics. The outline of the classification is as follows:

I. Perfumes According to Their Behavior in Soaps.
   1. Highly stable and not discoloring the soap.
   2. Highly stable but discoloring the soap.
   3. Not highly stable without discoloring the soap.
   4. Not highly stable and discoloring the soap.
   5. Not stable, unsuitable for perfuming soap.

II. Usability of Perfumes in Making Soaps.
   A. Cold-made soaps.
   B. Milled, unwrapped soaps.
   C. Milled, wrapped soaps.
   D. Rapidly settled, cheap soaps.

1. Perfumes, which are highly stable and which do not change color can be used in all types of soaps, white and colored, wrapped and unwrapped.

Essential oils that can be used for this purpose include bergamot, cananga, citronella Java, Bourbon geranium, African geranium, ginger-grass, guaiac wood, linaloe, palma rosa, patchouli, rosemary, sassafras, East Indian sandalwood, Australian sandalwood, spike, thyme (white), vetivert, wintergreen, ylang-ylang.

Extracts are iris and mastix.

Synthetic perfumes, that are suitable, include anisic alcohol, benzyl alcohol, benzyl benzoate, benzyl cinnamate, benzophenone, bornyl acetate, bromstyrol, citronellol, coumarin, dimethylhydroquinone, diphenyl oxide, diphenymethane, geraniol, heliotropine, hydroxycinnamic alcohol (phenylpropyl alcohol), ionone and methylionone, linalool, linalyl acetate, methoxyacetophenone, methylacetophenone, artificial musks (ambrette, ketone, xylene), nerolin (bromelia, yara-yara), phenylethyl alcohol, phenylethyl acetate, safrol, ethyl salicylate, terpineol, thymol, cinnamic alcohol and esters.

As far as these perfumes are concerned, particularly in the case of the synthetic perfumes, their purity is of great importance, inasmuch as traces (mostly technical) of impurities are sufficient to discolor soaps. Soap perfumers have experienced such bad results with many perfumes of objectionable qulality, that they assign the discoloration of the soap simply to the perfumes that happen to have been used for this purpose and never venture to use them for perfuming white soaps. Perfumes, which can be used without question for the perfuming of white soaps, provided that the perfumes are employed in the pure state, and which very frequently contain technical impurities, able to discolor these soaps, are for example artificial musks (particularly musk ambrette) nerolin, heliotropine (in this case heating the perfume to accomplish its solution is often the cause of the trouble), coumarin, etc.

2. Perfumes, which are highly stable and which discolor the soap should be used only in colored soaps.

Essential oils, which can be used for perfuming such soaps, include cassia, lavender, storax, red thyme, cinnamon oil; cistus labdanum, lavender, oak moss, balsam Peru, storax, balsam tolu.

Synthetic aromatic chemicals are ethyl-vanillin, vanillin and cinnamic aldehyde.

3. Perfumes, which are not highly stable but which do not discolor the soap can be used only in milled, wrapped soaps. Essential oils, falling in this category, include valerian, eucalyptus, bitter almond, cedar, Ceylon citronella, lemon, coriander, cypress, pine needle,

* The author desires to take this opportunity of sincerely thanking Mr. A. T. Frascati, whose interest in the writer's experiments and whose personal encouragement were responsible for the publication of the results in this form.

caraway, orange (bitter and sweet) and petitgrain.

Extracts: galbanum.

Synthetic aromatic chemicals include aubepine, benzaldehyde, ethyl benzoate, benzyl acetate, citronellal, ethyl phenyl-acetate, styrolyl acetate and terpinyl acetate.

4. Perfumes, which are not highly stable and which discolor soap, can be used only in making milled, wrapped, colored soaps.

Essential oils, falling in this category, are lemongrass, clove, pimento, verbena and sage.

Extracts are opoponax and castoreum.

Synthetic aromatic chemicals are methyl anthranilate, eugenol and isoeugenol.

5. Perfumes, which are not stable, are suitable for perfuming soaps.

Essential oils of this character are crude birch tar and cognac.

Synthetic aromatic chemicals are fatty aldehydes, citral, formates, geranyl acetate, ethyl heptine-carbonate, hydratopicaldehyde, hydroxycitronellal, oenanthic ether, ethyl octinecarbonate, phenylacetaldehyde, paracresyl acetate and phenylacetic acid.

Usability of the Perfumes

A. For cold-made soaps. If these soaps are to remain perfectly white, then all the perfumes classified above under sub-group (1) can be used, while the perfumes, included in the sub-group (2) can be used for perfuming colored, cold-made soaps.

B. For milled, unwrapped soaps.

Essential oils, which are suitable for this purpose, include bergamot, cananga, cassia, lavender, rosemary, storax oil, wintergreen, ylang-ylang, cinnamon.

Extracts for the same use are Cistus labdanum, labdanum, iris, lavender, oak moss, Peru balsam, tolu balsam.

Synthetic aromatic chemicals are benzyl cinnamate, bornyl acetate, courmarin, heliotropin, hydrocinnamic aldehyde, linalyl acetate, ethyl salicylate, cinnamic aldehyde, ethyl cinnamate and other esters of this acid.

C. For milled, wrapped soaps. All the perfumes, which are included in sub-groups (3) and (4), are suitable for perfuming soaps of this sort.

D. For rapidly-settled, cheap soaps. In this case perfumes, which are included in sub-group (5), must frequently be used for this purpose, when a certain type of odor is required, which cannot be obtained in any other manner. It is naturally assumed that these soaps reach the consumer within a short time after they are manufactured. Thus it is possible to use citral for a cheap, lemon soap, phenylacetic acid for a honey odor and so on.

Just as in the case of these cheap soaps it becomes necessary to use perfumes which are not stable, it likewise may become essential to use the same kind of perfumes for perfuming the finest grade of soap in order to obtain a certain type of odor, which is attainable only with the aid of the perfumes, which are included in sub-group (5). Thus, for example, it may be necessary to use hydroxycitronallal or phenylacetaldehyde to obtain fine flower odors, and so on. In such cases it is necessary constantly to test the soap, while in storage, or at least to test it before each lot is sold and shipped. It is also good practice in such cases to manufacture only the minimum necessary quantity of such soaps; otherwise complaints from soap buyers will be unavoidable.

It is self-evident, that all the perfumes, which are included in the other sub-groups, can be used for perfuming the soaps of class (D), and that the perfumes, which are found suitable for perfuming the soaps of class (C), can be safely used for perfuming the soaps of classes (A) and (B), and those of class (B) for perfuming the soaps of class (A).

It may finally be mentioned that the soap perfumer often is successful in making easily-volatile perfumes more stable by particularly strong fixing, and this also applies to perfumes, which have only little resistance to alkali. He is also successful in using small quantities of perfumes, which are known to discolor soaps, for perfuming white soaps. Good results can be obtained in these instances only within certain limits. The skill of the individual soap perfumer is paramount in the success that is possible under such conditions.

The fact that the individual components of a mixture of perfumes will often behave entirely differently in one composition than in another is well known to every experienced perfumer. This is due to the chemical activity of the perfumes with one another. For example, methyl anthranilate can retain its characteristic odor for a very long time in many compositions, particularly when they are well fixed with resins, and under such conditions the perfume will scarcely discolor the soap. On the other hand when methyl anthranilate is used in compositions which also contain aldehydes, such as hydroxycitronellal, cinnamic aldehyde, anisicaldehyde, etc., then the ester enters into chemical combinations with these aldehydes (forming so-called "Schiff" bases), some of which have a deep yellow color and others which are practically colorless.

Then again vanillin and also ethyl vanillin, which are used in small proportions in perfume compositions along with resins, discolor the soap only very delicately and retain their odor unchanged for a very long time. (This natural combination is found in benzoin resin). However, vanillin is defectively fixed in the presence of eugenol or isoeugenol and colors the soap brown within a very short time and then the odor of the soap becomes stale, musty sweet.

Many silimar examples are known to every perfumer. On account of their great number they will not be given here.

Toilet Preparations at Budapest Fair

The chemical industry had a collective exhibit of toilet articles and cosmetics at the 24th Annual International Sample Fair of Budapest to show that during the last three years the industry had expanded its process facilities sufficiently to replace nearly all imported cosmetics and toilet preparations. (*Consul General John Ball Osborne, Budapest.*)

Polish Pharmacopoeia to be Issued

There is now in preparation for publication this year a national Polish pharmacopoeia to take the place of the Austrian, German, and Russian ones which have been the standards of various sections of the country. The last Polish pharmacopoeia appeared in 1817. (*Department of Commerce.*)

Soap Materials Market

Tallow

In common with many other lines of trade, business in fats has slowed down somewhat during the past two weeks following the sudden recession in the commodity and stock markets. However, tallow and grease are in a very favorable position, inasmuch as these products did not experience the continuous rapid and extreme advance displayed by many other items. As a result, while there was a slight price recession, the market has steadied and is in a fairly firm position at present.

In the Middle West as well as the East larger producers are in a fairly sold up position, which fact assists in maintaining a steady market.

Fancy tallow is held at 4¼c to 4⅜c per pound loose; grease and No. 2 tallow is quoted at 3⅝c to 3¾c. Prime packers' tallow is still nominally 4c per pound, Chicago basis.

E. H. Frey.

Vegetable Oils

With the majority of consumers covered for their nearby requirements, the vegetable oil market was rather dull during the early part of this month. Some oils showed fractional declines in view of the inactivity. However, at this writing, there appears to be a better feeling in the trade, and some buying interest has developed. Many consumers are showing a willingness to contract for oils well into next year, but for the most part, importers and producers are not anxious to commit themselves very far ahead.

Coconut oil is at present quoted for August-December at 2⅞c to 3c lb., f. o. b. Pacific Coast, and at 3¼c lb., f. o. b. New York, and for January-June at 3⅜c lb., f. o. b. New York, in sellers' tanks. Acidulated coconut oil soap stock, basis 98 per cent saponifiable matter, is held at 3⅛c lb., f. o. b. sellers' tanks New York, for nearby deliveries.

Crude corn oil is quoted at 5½c to 5¾c lb., sellers' tanks Midwest mills, for August shipment and crude cottonseed oil is quite steady at 5¼c to 5½c lb. in the South East and Valley. Soyabean oil is steady at 7¾c to 8c lb., sellers' tanks Midwest mill.

Palm oils have been quite active, and the demand is good for both nearby and forward shipments. Importers are not offering very freely. Sulfur olive oil foots and commercial denatured olive oil have been quite inactive of late, but the markets abroad have been holding steady.

A. H. Horner.

Java Citronella Oil

A. C. Stirling. *Chemist and Druggist* **115**, 654 (1931).—The Java oil is distd. from the freshly cut grass *Cymbopogon Winterianus* Jowitt ("maha pengiri"), the Ceylon oil from *C. Nardus* DeJong ("lena batu"). The com. aspect is discussed and annual shipments and prices from 1920 to 1931 are recorded in a graph. The consts. are $d_{15.5}$ 0.885-0.900; n_D^{20} 1.465-1.472; optical rotation —5° to +1° (rare); acetylizable 80-91¼; non-volatile 2-6%; sol. in 3 vols. 80% alc.—*Chemical Abstracts.*

Prices of Soap Materials

Tallow and Grease

Tallow, N. Y. C. extra	$0.03¾	@	
Edible	.04⅝	@	
Fancy	.05	@	
Grease, white	.03½	@	
House	.03¼	@	
Yellow	.03¼	@	
Lard	.06	@	.08¼

Fatty Acids

Coconut Oil, 98% Saponifiable, tanks	.04½	@	
Corn Oil, 95% T.F.A. tanks	.04¼	@	
Red Oil, distilled, tanks	.05	@	
Saponified	.05¼	@	
Stearic Acid, single pressed	.09	@	
Double pressed	.09½	@	
Triple pressed	.12¼	@	

Soap Making Oils

Castor No. 1, tanks	.09½	@	
No. 3, tanks	.09	@	
Coconut, Ceylon Grade, tanks	.03⅛	@	
Cochin grade, tanks	.03⅝	@	
Manila grade, tanks	.03½	@	
Corn, crude, Midwest mill, tanks	.05¾	@	
Cotton, crude, Southeast, tanks	.04½	@	
Refined	.06	@	
Foots, 50% T.F.A.	.01½	@	
Lard, common No. 1 barrels	.07¾	@	
Olive, denatured, max. 5% F.F.A. drums gal.	.75	@	
Foots, prime, green, barrels	.06¼	@	
Palm, Lagos, max. 20% F.F.A., drums	.04½	@	
Niger, casks	.04¼	@	
Palm, kernel, tanks	.03½	@	
Peanut, crude, barrels	.07¼	@	
Refined, barrels	.08¾	@	
Soya beans, max. 2% F.F.A., Midwest mill, tanks	.08½	@	
Tallow, acidless, barrels	.07¾	@	
Whale, Crude No. 1, Coast, tanks	.04	@	
Refined, barrels	.06⅞	@	.07⅜

Glycerine

Chemically pure, drums extra	.10¼	@	.11¾
Dynamite, drums included	.09	@	.09½
Saponification, drums	.05½	@	.06
Soap, lye	.05	@	.05½

Rosin

Barrels of 280 pounds

B	$4.95	K	$4.95
D	4.95	M	5.00
E	4.95	N	5.00
F	4.95	W.G.	5.10
G	4.95	W.W.	5.30
H	4.95	X	5.35
I	4.95	Wood	4.63

Chemicals

Acid, muriatic, 18°, 100 pounds	$1.00	@	$1.60
Sulphuric, 60°, ton	11.00	@	
66°, ton	15.00	@	
Borax, crystals, carlots, ton	42.00	@	71.00
Cyclohexanol (Hexalin)	.30	@	
Naphtha, cleaners, tank cars	.05	@	.05½
Potassium, carbonate, 80@85%	.05⅜	@	
Hydroxide (Caustic potash) 88@92%	.07¼	@	
Salt, works, ton	11.50	@	14.00
Sodium carbonate (Soda ash) 58% light, 100 pounds	1.15	@	2.09
Hydroxide (Caustic Soda) 76% solid, 100 pounds	2.50	@	3.59
Silicate 40°, drums, works, 100 pounds	.75	@	
Sulphate, anhydrous	.01⅜	@	.02¼
Phosphate, tri-basic	.03	@	.03¼
Zinc oxide	.05¾	@	